SEPTEMBER, 1961
A WATT PUBLICATION
★★★

BETTER FARMING METHODS

Business Magazine for the Adoption Leaders of Agriculture

Better Prices in 1962?

We Can't "Shut Down" Agriculture!

Where is Congress Taking Farmers?

What is the future for co-ops?

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Salute to the pathologist...

HIS DIAGNOSIS PROTECTS HEALTH PROGRAMS

of Poultryman, County Agent and Beacon Advisor

Diagnosis of disease is becoming more accurate all the time—thanks to constant research and progress by pathologists at State Laboratories, and by veterinarians. These dedicated men guard animal health by pinpointing disease problems precisely *and rapidly.*

This important work helps the County Agent with area-wide disease control programs, helps the Beacon Advisor make sound recommendations to individual poultrymen.

On his daily farm visits the Beacon Advisor constantly checks on flock health. Widely experienced, he often prevents problems before they start. When disease does strike, he helps take sample birds to the laboratory, counsels with the pathologist, then reports back to the poultryman with treatment recommendations.

By acting at once, the Beacon Advisor helps build a protective *circle of health* around the flock... helps protect the poultryman's income.

Call in your Beacon Advisor

By working closely with Beacon research scientists, the Beacon Advisor brings the latest in tested, *successful* feeding and management programs to the farm. Ask this professional to develop an individual program for *you* to protect animal health, step up feed efficiency and *increase farm income.* He works hand in hand with pathologist, veterinarian and county agent to help make the farm more productive—more profitable. Call the Beacon Advisor in your community—plan to meet him soon.

From the Virginias to Maine

BEACON FEEDS

BEACON—THE FEEDS WITH THE "NUTRIENT NICK"

THE BEACON MILLING COMPANY • Spencer Kellogg Division of textron • Cayuga, N. Y.

"I can't see how we ever got along without this extension phone"

John Randles manages the Hull-Dobbs purebred Hereford farm in Fayette County, Tennessee. About 500 head of cattle on 1300 acres keep John and six hired men busy around the clock.

The daylight center of operations is the big cattle barn that lies back in the pasture a considerable distance from the house. John spends 10 to 12 hours a day in and around this building. And that's where the problem came in.

With ten or more important calls coming in on the house phone each day, John was like a base runner caught between second and third. Often Mrs. Randles had to come out to the barn to fetch him while a Long Distance call waited on the line. Many of these calls involved thousands of dollars in cattle sales or coordinating show-circuit trips with the Hull-Dobbs headquarters farm in Mississippi.

So John reasoned that while a man can't be at two places at the same time—a telephone can. He had an extension phone installed in the barn with a loud bell attached that his wife can ring from the house.

Now John handles his calls from the barn—keeps himself and his men on the job. And, even when he's at the house, he can call his men—or they can call him.

John's extension is saving him an hour to two hours a day. Counting the improved use of the time of his six men, the saving likely adds up to five or six hours a day. And no important calls need ever be missed or postponed.

"It used to take a man up to half a day to get in touch with me," John told us. "Now with this phone here in the barn, a half a minute is more like it. I can't see how we ever got along without this extension phone."

You don't have to save as much time as John Randles saves to afford an extension. Five or six minutes a day will do it. Why not check up and find out how much you can save? Then give your Bell Telephone Business Office a call. They'll be glad to help.

BELL TELEPHONE SYSTEM

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"10 bushels more corn per acre with fall plow down of ammonia..."

D. R. HUGHES, ATHERTON, MO.

"Fall or spring . . . an application of 100 pounds of Phillips *66* Ammonia per acre pays big cash dividends. But personally I've found fall plow down of Phillips *66* Ammonia is best for me. It gives me 10 bushels more corn per acre compared to pre-plant applications," says D. R. Hughes. "Applying ammonia and plowing down stalks at the same time saves me an extra trip across the fields and cuts my production cost. Besides that, fall plow down of ammonia helps reduce my spring work load and eliminates the threat of not being able to fertilize my fields during a wet spring."

Hundreds of farmers have found that fall plow down of this 82% nitrogen fertilizer (1) promotes rapid, thorough decay of crop residues to release extra plant food, improve fertility and soil tilth; (2) stays sealed in the soil ready for early spring crop feeding; (3) encourages a deeper root system for drought resistance.

This fall, plow down Phillips *66* Ammonia. See your nearby Phillips *66* Agricultural Ammonia Distributor.

PHILLIPS PETROLEUM COMPANY, Bartlesville, Oklahoma

Look for this sign of <u>better</u> Ammonia Service

PHILLIPS 66

AGRICULTURAL AMMONIA

KEEPING AHEAD

This Is a Pig Pen

Scientists at the Clemson Poultry-Livestock Health Department near Columbia are raising pigs in a completely germ-free environment, trying to develop a herd that will be free of certain virus diseases that trouble swine. Here a researcher shows how the young pigs are fed inside incubators.

Power in Manure?

Manure may be the power source which heats, lights and ventilates the hog houses of the future. This prediction was recently made by Agricultural Engineer Thamon Hazen, of Iowa State University, in a paper presented at the 54th annual summer meeting of the American Society of Agricultural Engineers. Analyses of the excretions of 410 swine averaging 103 pounds showed that each animal averaged ¾-gallon of manure per day. Eighty-five percent of this was liquid. The remaining 15 percent is composed of solids — but almost ¾ of that amount is volatile (capable of producing combustible gases). The daily sewage gas (methane) production was 4,400 British Thermal Units per animal, Hazen continued. In the most severe weather, a well-constructed hog house will require about 4,800 BTU's per animal to maintain the building at 60 degrees Fahrenheit, he added. "If we can develop a system to suitably recover volatile gases, then there is every possibility that we can heat, light and ventilate the hog houses with waste products," Hazen said.

Study Eating Habits of Cows

A group of young dairy cattle at the University of Minnesota's Rosemount Agricultural Experiment Station probably don't know it yet, but their pasture eating habits this summer are getting mighty thorough investigation. Researchers have set up plots of different forage mixtures fertilized at different rates and they have measured a 5 by 50 foot strip at the time the animals finished their first grazing. Then they mapped the strip, marking in both fresh and old dung spots and shading the area within the measured strips according to whether they were completely, partly or not at all consumed. Their next step was to remove the animals and clip the entire pastured area. When plots regain their growth, the grazing, mapping and clipping processes will twice be repeated and maps for each strip compared. If the set of three maps for each strip shows nearly identical patterns there'll at last be evidence of consistency in a dairy animal's eating habits. If not, it probably indicates the avoided areas quickly recover from whatever it is that makes animals reject them.

Soil Moisture Triggers Irrigation

A revolutionary method of operating an irrigation pump with ratio signals triggered by soil moisture conditions in a corn field was unveiled for the first time in the nation. The feat took place in July on the Raymond Janssen Deep-Well Irrigation Development Farm in Nebraska.

When the signal came from the field, a series of automatic switches started clicking and the pump romped into action. A second signal from the field indicated the irrigation water had reached the desired level of penetration and the pump stopped. The radio signals came from the middle of a corn field where a transmitter was attached to a device which measured soil moisture. When the soil got too dry for optimum plant growth, a signal was sent to a receiver on the irrigation pump. The procedure was repeated when the field had received sufficient irrigation water.

Automatic Feeder to be Shown

A new machine that promises to replace the old silage cart and fork has been designed and built by F. W. Duffee and other agricultural engineers at the University of Wisconsin. It fully automates the silage feeding operation in stall barns. The forage is taken from the silo by a mechanical unloader, carried to the barn through auger tubes, and distributed to the various stalls by a conveyor system. The machine even "decides" how much to feed each cow, once the farmer "tells it how" by means of a proper setting on an automatic metering device. The new mechanism is still in the experimental stage, but Duffee predicts that within three years it will be available to farmers. It will fit into most any stall barn that has a feed alley, he says, and will feed 200 cows in about 15 minutes.

The Hay That Stays on the Ground

"Part of the cost of producing every ton of hay is that part which never gets off the ground," Agricultural Engineer Lester F. Whitney of the University of Massachusetts recently told members of the American Society of Agricultural Engineers. Whitney reported no wide difference in losses between bailing operations and chopping methods of harvest. Final harvest operations are relatively efficient when com-

IN AGRICULTURE

pared with the losses during rake and mower operations. He pointed out that total losses from these hay harvest systems as they now exist may easily be in the range of 7-12 percent. It is this realization which appears as the most significant result of these studies. For, if the inherent inefficiencies of the systems studied are universal, the loss to agriculture is staggering when based on an annual 2 billion dollar hay crop.

New Feed Processing Method

A new method of processing animal feed, tested at the University of Delaware Agricultural Experiment Station, has resulted in nearly 11 percent higher digestibility of corn and soybeans in feeding trials with dairy heifers. Dr. Morris S. Cover, associate director of the station described the process, called "expanding", as similar to that used in making "puffed" breakfast foods.

When dairy heifers were fed expanded concentrates along with long hay, better growth was achieved than when similar animals were fed long hay plus ground concentrates, or when the hay and concentrates were mixed at two parts hay to one of concentrate, then ground and pelleted.

The WaterMatic

Technical Industries, Inc. of Fort Lauderdale, Florida, has just released the WaterMatic, a companion to the Feed-o-Meter and Milk-o-Meter. Low in cost, positive in action, simple in operation, the WaterMatic adds the proper amount of water spray to each increment of feed metered by the Feed-o-Meter. The WaterMatic is attached to the Feed-o-Meter and actuated by impulse of the feeding cycle to restore the proper moisture balance to "air dried" feed grains and concentrates. The WaterMatic is also ideal for including antibiotics, trace minerals and liquid feed concentrates.

New Heater for Milking Parlors

Now dairymen can have waist-to-feet winter comfort while milking. Professor Clesson N. Turner of Cornell University has developed a successful hot water circulating heater which eliminates the customary chill in the pit where milkers work.

Kleingrass — New from South Africa

Plants with widely differing growth habits are present in introductions of Kleingrass (Panicum coloratum), a relatively new introduction from South Africa. Work at the Texas Station has shown that the type of growth can be fixed fairly rapidly through a breeding and selection program. Strains with different growth habits are being developed. Kleingrass has good seedling vigor, a long season of growth and shows promise for use in light, sandy soils in dry areas and in the more humid sections of the Southeast. Like many of the Panicum species, Kleingrass seed shatter at maturity, making seed harvest difficult. Work at the Texas Station includes evaluation and selection of plants for ability to retain seed at maturity. A few plants with high seed retainability have been found.

Minimum Tillage More Popular

Midwestern farmers are thinking of using more minimum tillage methods, not less. C. L. Hill, Purdue University agricultural engineer, calls the 1958, 1959 and 1960 seasons highly successful for plow and plant practices. Of the 950 farmers surveyed, Hill says some 160 practiced minimum tillage in 1960 and more than 350 planned to try plow planting corn in 1961. Hill believes that a majority of Indiana farmers will find minimum tillage methods of value on their farms by 1962.

Blood Antigen Studies

University of Wisconsin geneticists and biochemists are taking a closer look at cattle blood. They're interested in seeing if various characteristics of red blood cells — factors called blood antigen substances — have any connection with such things as fertility, embryo survival, general health, or milk and fat production.

Genes responsible for producing certain antigens in the blood might also influence other characteristics, say W. H. Stone and M. R. Irwin, the Wisconsin geneticists exploring this area of science. If this were so, blood types of calves might be good predictors of their health and performance in later years.

Trench Silo Covers

Research at the University of Georgia has tested six different seals or covers for trench silos. This work was carried out for three years to study the comparative effectiveness in preventing top spoilage of silage. It was found that plastic films made excellent covers when weighted down with dirt or sawdust. Losses were completely eliminated with dirt over the plastic and almost eliminated with sawdust. Losses through felt building or roofing paper were considerably greater.

Chickens Can Taste

Not all chickens have the sames tastes. Tests show that some chickens actively reject certain compounds while others prefer them. Little or no relationship was shown between an individual's ability to taste and its food preferences. Ultimate purpose of the experiments at Cornell University is to find out whether taste preferences are hereditary.

WASHINGTON NEWS

by Jay Richter

Cutbacks May Be in Future

The White House's announced determination to work toward a balanced budget may foreshadow a squeeze on many non-defense programs including agricultural research, extension, conservation and price support operations in the future.

There is no immediate move underway to pinch off programs in this field. But there may very well be strong pressures in that direction in a year or two if defense spending continues to mount and the White House looks around for possible cutbacks.

This is another reason why the new 1962 wheat and feed grain programs are looked at by many Washington insiders as stopgap arrangements which cannot be continued very long. There's a possibility that payments under these two programs will amount to close to 1 billion dollars next year. The programs do, it's true, probably produce a net saving by avoiding production of surpluses. But the cash outlay is what catches the budget-maker's eye.

Co-Ops Shut-Out of Farm Bill

Farm cooperatives suffered a complete shut-out in adoption of the 1961 *farm bill.*

The Kennedy administration tried to deliver on some of its campaign promises to co-ops. But the co-op cause was crippled by a split within the administration, with Attorney-General Robert Kennedy holding out sternly against proposals to give co-ops broader power to merge and to acquire non-cooperative businesses.

The Attorney-General's influence in the administration outweighed Secretary of Agriculture Orville Freeman. While Kennedy was able to make his fight against the co-op proposals openly, Freeman could not express publicly his support for the same proposals. Result was an oddly-assorted coalition of anti-cooperative conservatives and liberals who believe in strong anti-trust laws managed to eliminate all new cooperative legislation from the omnibus bill.

Money-Raising Checkoffs

A provision which would have authorized producers who use marketing orders to use checkoffs to finance advertising campaigns was dropped in 11*th-hour negotiations in the omnibus farm bill.*

But there are other ways to skin that particular cat, and there seems to be growing interest in the producer checkoff in some commodity areas.

Great Plains wheat growers already have a checkoff operating under state laws to finance their Great Plains Wheat, Inc., a market-development organization.

Move to Curb Big Feedlots

There's strong feeling among some livestock producer groups that USDA has been far too lax in its administration of the Federal Packers & Stockyards Act.

Some members of a producer advisory committee which met recently with P&S enforcement officials in Washington said bluntly USDA should ask to halt feeding of livestock by meat packers and chain stores.

Result of this demand and other complaints against concentration of buying power in the livestock industry: USDA is soon expected to begin an investigation of packer-chain feeding and other aspects of "buying power" to lay the foundation for any practical steps to strengthen price competition in livestock markets.

A Cure for High Taxes

What's your state doing, if anything, to prevent farmers from being driven off productive land near urban areas by rising tax rates?

This problem is growing increasingly serious in many areas. One plan which may help has already been adopted by four states—New Jersey, California, Florida and Maryland.

Under this special-assessment law, local tax assessors are required to value farmland on the basis of its agricultural use. The assessors are instructed to ignore other factors, such as potential subdivision value, which may affect the market value of the land.

The theory behind these laws and somewhat similar approaches in a few other states is that farmers should not be driven out by high taxes long before their land is actually needed.

More Federal Marketing Orders

Recent passage of the 1961 *omnibus farm bill paves the way for an era of growing use of Federal marketing orders for farm commodities.*

It's not so much what the Congress did in writing the final version of the farm bill that points in this direction. It's the way in which the marketing order question was handled.

The most important immediate result is that turkeys, turkey hatching eggs, and peanuts (by regions), are made eligible to adopt marketing orders. This is the first time any livestock or poultry product has been eligible. And if turkey producers make successful use of this new power to regulate marketing, USDA thinking is that many other commodity groups will be interested.

That's why the way the Congress acted is important.

In the past, Federal marketing order power has been open only to commodities specifically named in the law. The new law makes all commodities eligible with the exception of those placed on a new non-eligible list. The no-order list includes chickens, eggs, all livestock products and oilseeds, and several other commodities. But, it should prove easier to qualify additional commodities in the future, if producers want "in."

Questions I'm asked about

vitamin **D** *fortification*

Dr. G. C. Wallis, recognized authority in the field of Vitamin D nutrition for livestock

Q: Will two to five pounds of good sun-cured hay provide enough vitamin D for my dairy cows?

A: No. Sun-cured hay varies widely and unpredictably in vitamin D content—80 units to 1,250 units per pound have been reported for sun-cured alfalfa hay. Two to five pounds of lower potency hay would provide about 200 to 500 units per cow per day which is insignificant. Even though the hay happened to be high in vitamin D, there would be only a modest contribution made toward the suggested optimum intake of 6,000 to 8,000 units per pound of dairy ration.

Q: How can I check to make sure my dairy cows are receiving enough vitamin D?

A: Good safeguards can be taken but an absolute check is probably not possible. Optimum vitamin D levels for top performance and longevity have not been clearly established but work is in progress. Mild deficiencies are often difficult or impossible to detect but they can be costly. Available information suggests the use of 6,000 to 8,000 units of vitamin D per pound of complete grain ration. Confidence in your feed manufacturer and the good performance of his well-formulated rations would be important for users of commercial feeds.

Q: Is there any danger of my feeds having too much vitamin D?

A: Our recommendations for the vitamin D fortification of feeds are well within the generally recognized safe limits of vitamin D intake for the different species of animals. With careful methods and efficient modern mixing equipment feed manufacturers are able to achieve good distribution of micro-ingredients. The chance of overdosage is remote.

Q: How much vitamin D do baby pigs and growing-finishing pigs need?

A: Early weaning, fast growth, confinement raising, multiple farrowing and other changes have greatly increased nutritional stress factors since the vitamin D requirements of pigs have been carefully studied. Based largely on amounts that have given good results in experimental and practical swine raising programs, a number of Experiment Stations are suggesting about 500 units of vitamin D per pound of milk replacer and starter with somewhat smaller amounts as pigs approach market weight.

Q: Do sheep get enough vitamin D from natural sources?

A: Not always. For instance, in recent English studies lambs from ewes given supplemental vitamin D averaged 6 pounds heavier at weaning in one flock and 9 pounds heavier in another than lambs from ewes given no vitamin D. Fleeces from experimental animals were more than ¼ pound heavier, graded higher, and brought a premium price.

A. C. Wallis

For more complete answers to any of these questions write to Dr. G. C. Wallis, Director of Nutrition, Agricultural Department, Standard Brands Incorporated, 625 Madison Avenue, New York 22, N. Y.

Fleischmann's Fidy Irradiated Dry Yeast
rich in vitamin D for four-footed animals

another fine product of
Standard Brands Incorporated

These educational advertisements tell farmers about

THE IMPORTANCE OF VITAMIN D FORTIFICATION

Sunshine and sun-cured roughages are undependable sources of essential Vitamin D. Farmers and feeders have many questions about Vitamin D fortification. The advertisement illustrated here (one of a series) shows how Dr. G. C. Wallis, recognized authority on Vitamin D nutrition, answers such questions through FIDY advertising in leading magazines.

It's all part of the educational FIDY program to emphasize that today's added stress factors have changed livestock nutrition requirements. More than ever, farmers must be sure that lack of a dependable Vitamin D source is not a limiting factor in their feed.

Be sure to recommend feeds containing FIDY – Fleischmann's Irradiated Dry Yeast. Here is a rich source of Vitamin D, that is dependable—and is economical, easy to use, and truly outstanding in dispersion qualities.

And, if your feeders have questions about Vitamin D nutrition, just have them address –

Dr. G. C. Wallis
Director of Nutrition,
Agricultural Department
Standard Brands Incorporated
625 Madison Avenue
New York 22, N. Y.

Free technical data and educational aids are also available from the Agricultural Dept. upon request. Write for request form showing available materials.

Fleischmann's
F·I·D·Y
IRRADIATED DRY YEAST
RICH IN VITAMIN D FOR FOUR-FOOTED ANIMALS

What is

This interview with E. H. Fallon, General Manager, Co-op G.L.F. Exchange, Inc., is especially timely. A six-month battle to win farm cooperatives a new charter of rights to merge and to grow through purchase of non-cooperative enterprises recently ended in failure on the Senate floor.

The new powers were written into the 1961 omnibus farm bill by a 9-8 vote in the Senate Agriculture Committee. But they were beaten on the Senate floor.

Net result: Co-ops can still grow through mergers and similar moves. And the Justice Department will continue to eye such moves and frown on any that seem to invade the anti-trust law's ban on actions that tend to substantially reduce competition or to create monopoly. Co-op leaders had sought a law under which mergers would be reviewed by the Secretary of Agriculture and banned only if they threatened to "unduly enhance prices."

Mr Fallon, will cooperatives be able to continue the trend toward stronger bargaining power?

Our agricultural cooperatives were founded by farmers as economic instruments. They have done a good job in their chosen fields. They have grown, and are continuing to grow. Yet today, in all honesty, I think we must admit that a lot of the steam has gone out of the cooperative movement. Our growth has not kept up with the growth of industry. The curve has begun to level off. In my belief, it will begin to head downward if we do not do something about it.

Achieving bargaining power in the market is our greatest challenge today. To meet it successfully farmers must adopt sound principles and stay with them.

Provided member producers will authorize further mergers and consolidation of cooperative marketing effort, we feel bargaining power can be improved.

Where do you believe a farm cooperative's responsibilities begin and end?

They begin and end with the cooperative's members. Members are the reason for its existence, and serving their needs with quality production supplies and profitable marketing services must be cooperative's chief aim.

Don't you find the nature of cooperative membership is changing?

Yes. It is easy for us to observe that the nature of our membership is changing. To evaluate this change, and to determine how it should affect our thinking and our action, is another matter. When we have said that farmers are fewer, larger and more specialized, we have only begun.

the Future For Co-ops?

Farm cooperatives offer a means for farmers to achieve strong bargaining power. It is important that farmers and farm businesses understand the thinking of co-op people, whether they are pro- or anti-cooperative. Mr. Fallon is one of the foremost cooperative spokesmen. Much of what he says in this interview is equally valuable to all farm businesses.

Farmers are better informed today. They have the opportunity to be, and they have to be better informed. They are more critical of their cooperatives, both because they are better informed and because the positive accomplishments of cooperatives are not as easy to see as they were in the early days.

Farmers are more businesslike. They keep better records. They know more about what's happening in their business. They are tougher buyers — bigger and better buyers. The larger farmers today do their purchasing like an industrial buyer, placing harsh measuring sticks on quality, service, and price.

Technological developments are forcing changes faster and faster. Every day there is greater pressure on farmers to become more and more efficient. Competition between farmers is a very real thing, and more farmers are beginning to recognize it. The pressure of competition will force more farmers out of business. I am not happy about this development, but it has happened, and it will happen. Only the most able, efficient and financially strong farmers will remain.

What does all this mean?

I think it means that our traditional membership practices are in for an overhauling. Certainly we've got to find something new in the way of membership meetings. The demands on the time of a busy farmer today are tremendous. We cannot expect him to sit for three hours in a hot and humid hall listening to reports. We've got to find better and sharper means of communications — figure out what it is that our member wants to know, or needs to know, and learn the most effective way of getting it to him.

Another membership concept that needs a fresh look is one of our original and basic principles — one man, one vote. This principle was developed by the original Rochdale cooperative pioneers. Applied to a grocery cooperative, it made a lot of sense since all families have about the same interest in their food supply. Applied to early farm cooperatives, it also made a lot of sense. Not only were farmers somewhat similar in size of operation and character of interest, but the one man, one vote principle insured that no small group could ever acquire control of a cooperative.

Under today's conditions, the merit of this principle is not so clean-cut. Will a farmer who is buying, let us say, thirty thousand dollars worth of supplies a year from his cooperative be content to have the same voice in its affairs as his neighbor, who is using the cooperative to the extent of only one or two thousand dollars a year?

What are some of the opportunities for farm cooperatives?

One opportunity, a big one and a wide-open one, is to move further back on the stream of supply. In petroleum, for example, a number of cooperatives have moved as far as the ownership

of refineries. A few, like CCA, have taken a step into crude production of nitrogen. These are examples of a few moves in this direction which have already been undertaken. There are many, many more possibilities. For example, why shouldn't a feed cooperative own a soybean plant, if the economics so indicate? Why shouldn't we be doing some fabricating of steel products instead of purchasing all of these supplies?

There is a tremendous opportunity for supply cooperatives in moving certain products direct to the consumer. I am speaking of products which are used by farmers and urban people alike, such as home and garden supplies.

With the increasing trend to suburban living, the potential in this field is almost unlimited. It isn't easy to develop. It will require specialized facilities and trained manpower. There are some tax problems involved. Nevertheless, I see a great opportunity here for increasing our volume of business and making some profits which can be returned to our farmer members. Incidentally, if we do a good job on it, we could also do a public relations job for farmer cooperatives.

You have mentioned the opportunity for supply cooperatives to move certain products direct to the consumer. How important is the consumer to a cooperative?

A great deal is heard about the power of the consumer, and certainly the consumer has a veto power over any product that is offered. He can accept or reject, but consumers have little control over what is put before them, and almost no control over price. The power of the consumer rests in his ability to say "yes" or "no" to the product that is offered.

The consumer, with his final and decisive vote, is the objective of the whole flow of commodities. I interpret this to mean that we must become consumer-oriented—that is, that we must think of each of our activities as they relate to the needs and wants of the consumer.

If we think in this way, our whole concept of the farmer cooperative's scope becomes broader. We can then define the scope of a farm cooperative this way:

The farmer cooperative need not limit itself to just purchasing or just marketing, or just one or two functions in the production and marketing flow. It should be prepared to undertake any combination of services or functions that will produce direct or indirect benefits for its members.

Consumer orientation to me does not mean turning our farm cooperatives into consumer cooperatives. It means serving our farmer members, the members who originally established these organizations; but it means serving them in many new and different ways.

Won't it be difficult to finance opportunities like the ones you have talked about?

Anything we do toward enlarging the scope and usefullness of our cooperatives will take money. More and more I am convinced that one of the real key jobs in any business, including a farmer cooperative, is that of its top financial officer. To finance the needs of our cooperatives now, and in the future, we are going to need outstanding financial executives. No man of less than the highest caliber can keep a cooperative financially sound while finding the sources of capital for its growing needs.

"It is time for us to recognize that debt can be an implement as well as a burden."

What are the sources of this capital?

The first is our own money—farmers' money. The second is other people's money.

Farmers have historically furnished most of the basic capital for their cooperatives, through stock in some cases and through retained margins in nearly all cases. Certainly farmers should continue to supply a good share of the capital in the future. I doubt, however, whether they can supply all that will be needed. Bigger plans will take larger amounts of money. Retention of margins may become more difficult as a result of legislation. We may have to look elsewhere for part of our needs; we may have to use more of other people's money.

Most farmers have an aversion to debt, and not without reason. They've seen mortgages foreclosed and cows sold off to pay the cattle dealer. Their whole instinct and training is to get the mortgage paid off, to own everything free and clear, to be beholden to no one. That is the philosophy on which I was brought up.

It is time for us to recognize that debt can be an implement as well as a burden. More and more businesses today are using borrowed capital to finance expansion, or buying companies with a small down payment and paying the balance out of earnings, or running their business with assets that are actually owned by other people. Cooperatives have only begun to explore the

"Achieving bargaining power in the market is our greatest challenge today."

"Provided member producers will authorize further mergers and consolidation of cooperative marketing effort, we feel bargaining power can be improved."

possibilities of this type of financing. One instance you are familiar with—the National Grape Cooperative, which bought the Welch Grape Juice Company. The farmers actually put up no cash of their own to start with. Now, after eight years, they control a 37-million dollar business.

Can a small cooperative do the things you have mentioned?

We are in competition with the ablest men and the best financed industries in the world. To face such competition will require size and breadth, scope and strength beyond what many of us possess. We need the strength that comes from diversity, that comes from sound financing, and that comes from the ability to hire and pay for top manpower.

A small cooperative, except in rare instances, does not have this kind of strength, but two or three or ten small cooperatives could have it.

Does this mean mergers?

Probably in some instances it does. Another approach is the formation of some sort of overhead organization or superstructure that could provide management, financing and services to a number of member cooperatives.

What about regionals?

I am certain that some regional cooperatives, even some of the larger ones, could benefit from merging. I am equally certain that such mergers would be extremely difficult to bring about. Ordinary business corporations can be merged by exchange of stock or by a number of other methods. With cooperatives it is not so simple; there are differences in their membership structure, differences in their corporate set-up, differences in the way they are financed. These are serious obstacles. We should not, however, let such obstacles keep us from exploring possibilities.

Short of complete merger, there are many ways that regionals can pool their strength on specific projects. For example, one group of 16 regionals has set up a joint research program. Another strong possibility is that certain functions performed by several regionals could be put into a jointly owned corporation. This has already been done in several instances. Cooperative Mills is a feed manufacturing outfit jointly owned by several cooperatives. Texas City is an oil refinery in which three cooperatives are equal partners. Central Farmers is an example of a joint fertilizer enterprise. This pattern which has already been established offers great possibilities —almost unlimited possibilities for future development.

Mr. Fallon, you have some excellent views concerning cooperative manpower. Would you enlarge on these?

You can't operate a first-class business with second-class management. Our farmer cooperatives are playing against major league competition, and we've got to have major league players. Twenty, thirty, and forty years ago we were running a relatively simple business in a relatively simple business world. Just as technological changes have made farming more complex, so has our business become more complex. Modern management techniques require men with a broader educational base, with higher technical and managerial skills. Farmer cooperatives must have such men.

There is no use kidding ourselves that in a large organization we are going to have 80 percent or even 50 percent superior people. Our average employees will be average. In any sizable organization, the employees are a cross-section of the population. That cross-section includes a few outstanding people—whether it's one in one hundred or one in twenty, I don't know. Our challenge is to provide the conditions which will allow the outstanding men to emerge and develop.

The world is full of people who can do a routine job. All of us, including you and me, have a lot of routine things which take up part of our time. The man who emerges as a leader never lets the routine take up all of his time. He keeps part of his time free for "leadership activities" — planning, thinking ahead, devising new and better ways of doing things. This kind of man is needed in every job that carries any managerial responsibility whatever.

To find these men we need stronger, sharper, better measuring sticks than we have been using.

(*Continued on page* 22)

". . . why shouldn't a feed cooperative own a soybean plant, if the economics so indicate?"

Better Prices in 1962?

An analysis of the 1961 Emergency Feed Grain Program's effect on feed availability and your 1962 prices.

OUTLOOK

CORN — Will work up from harvest lows to a range of 5 to 10 cents below loan levels by spring of 1962.

HOGS — Look for a check in the expansion of production during 1962 and an increase in cash receipts.

CATTLE — The average 1962 price of fed cattle could easily be $1 to $1.50 higher per head. About half of this increase will be offset by higher feed costs.

BROILERS AND TURKEYS — Production increases will be restrained by pressure of higher feed costs and unsatisfactory 1961 prices.

EGGS — Moderate production increase is in prospect for 1962. Prices will be lower this fall and winter than in year just ended.

• FOR THE FIRST TIME in nine years, feed grain utilization in 1961-62 will exceed feed grain production. The first step has been taken in the improvement of farm income and the orderly reduction of our bulging feed grain surpluses. Carryover stocks of feed grain on October 1, 1962, probably will be 12 to 15 million tons less than on October 1, 1961.

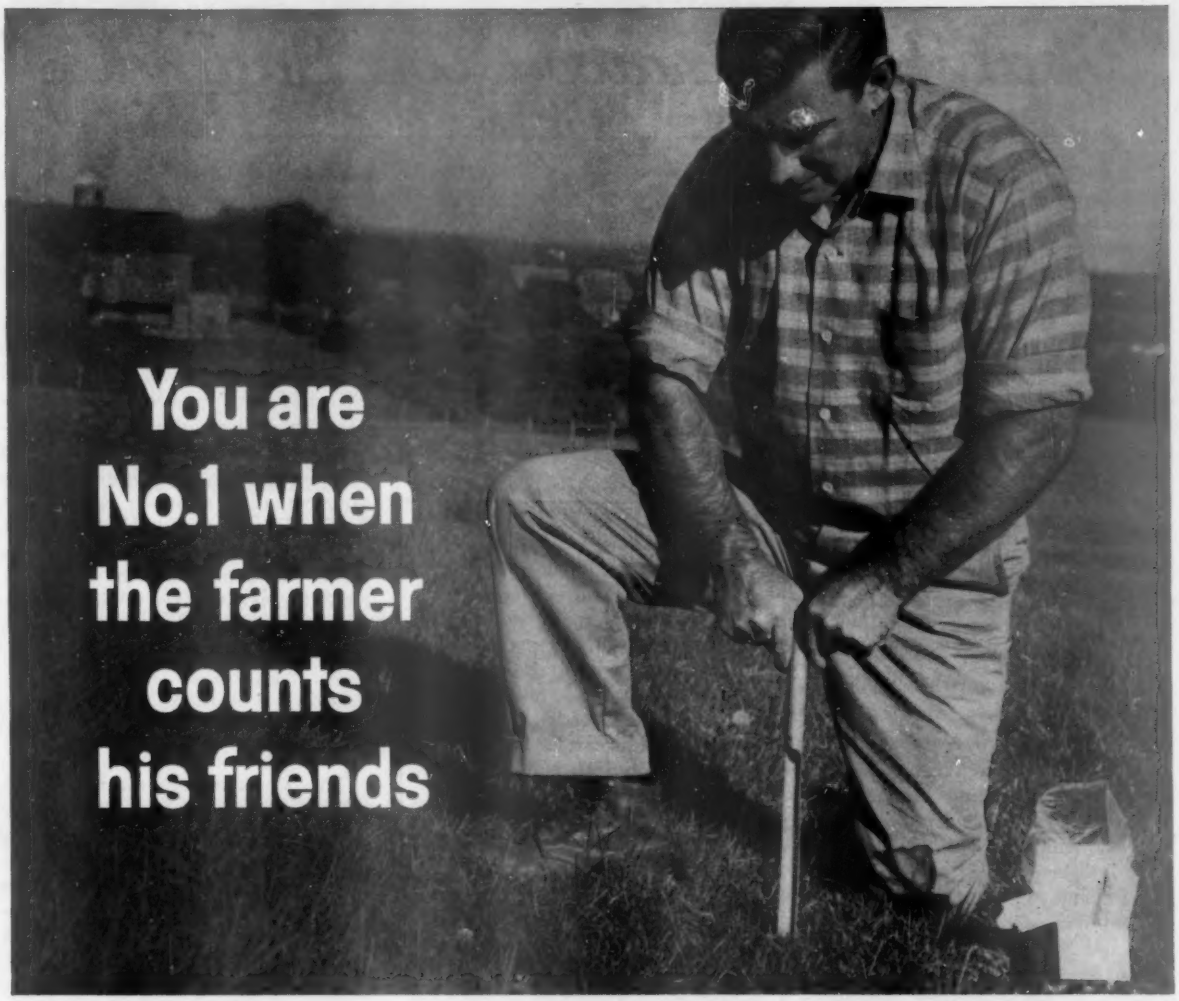
Early summer crop conditions pointed toward a combined feed grain production of about 138 million tons of corn, oats, barley and grain sorghums. This would be 30 million tons less than the 168 million tons of these four feed grains produced last year. Mid-summer crop conditions have been excellent in the heart of the Corn Belt and the final figure probably will be raised. But not enough to change the general conclusion that feed grain utilization in the coming year will exceed 1961 output by a significant amount.

The reduction in feed grain production this year has come as a result of the heavy signup of farmers to participate in the 1961 Emergency Feed Grain Program. Final reduction in production, however, will not be as great as the initial reduction in acreage indicated by the participating farmers.

There are several sources of leakage to such a program: First, some farmers who signed up, later decided not to participate. But this drop-out probably is not too great a factor this year. A more important source of leakage is that many of the nonparticipating farmers boosted their acreage. This partly offsets the reduction by the participating farmers.

But this leakage factor has been reduced in

(*Continued on page* 20)



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"What Farm Leaders Are Saying..."

Speaking before the Farm Equipment Institute, **W. G. Scholl,** Executive Vice President of Allis-Chalmers Manufacturing Co. had this to say about the nostalgic thinking toward agriculture: "Now, sentiment is not a bad thing. Many of us are nostalgic toward agriculture . . . and to many of us our farm origins are a source of satisfaction and personal security. Nevertheless, nostalgia sometimes fosters the illusion that farming is the same industry today that it was 40 years ago . . . and that for some reason it should remain what it was in those departed days. Wherever this illusion has occurred, it has helped to create problems for agriculture, and to confuse efforts to solve problems brought by technological change."

• • •

"The nation's Land-Grant universities should be training young people for foreign career service," said **Dr. Paul A. Miller,** provost at Michigan State University, to an administrators' meeting at Colorado State University in a seminar on the implications of agricultural adjustment. "Many countries of the world are in a great social revolution. Because these countries are largely agrarian there is opportunity for the United States to help them through the revolution as quickly as possible," he said.

• • •

Dr. Don Paarlberg, distinguished professor of agricultural economics at Purdue University recently declared that there exists a five-to-one agricultural gap between America and the Communist block. He urged that the free world capitalize on this advantage. Speaking at the Mid-Point meeting of the International Farm Youth Exchange he declared, "It should never be said of this generation that we unlocked the secrets of agricultural science but lacked the vision to use them. We can use them in the cause of material well being and individual freedom. You people, who will be thought leaders throughout the world, face a challenge greater than that confronted by any previous generation. To respond satisfactorily to this challenge you must be opportunity-oriented, not problem-prone."

"You know," said **John Perkins,** "it used to be said anybody could farm — that about all that was required was a strong back and a weak mind, but nowadays, to be a successful farmer a feller must have a good head and a wide education in order to understand the advice ladled out to him from all sides by city men and to select for use that which will do him the least damage."
— *Oral Hygiene*

• • •

J. K. Stern, President, American Institute of Cooperation, speaking at a Farmer's Night Program in Roaring Spring, Pa., said, "Khrushchev has said to us — 'We will bury you — your grandchildren will be Communists.' The best weapon we have pointed against him is our over-abundance of food — this is even more important than any missile in the long run. We have just retired a Secretary of Agriculture about whom there was a great deal of controversy because we have an overabundance of food. Khrushchev has just banished to Siberia his Minister of Agriculture, Mr. Maskatevich, because they have drastic food shortages — and starving people. The same situation exists in Red China. In Russia today, with food shortage, 45 percent of the population are on farms producing food. In the U. S. only 10 percent of the population are on farms and we get 91 percent of all our food from two million farms."

• • •

The Virginia Agricultural Extension Service at Virginia Polytechnic Institute has assumed responsibility for a rural defense information program to help farm people and others in rural areas prepare for and protect themselves, crops, and livestock in case of enemy attack. **W. H. Daughtrey,** associate director of the Extension Service points out that "The country's food supply and continued production ability would be vital to survival of the nation if ever attacked. Farmers have a responsibility both to themselves and the nation to be informed about how an attack would endanger livestock, crops, and production, as well as their families. They need to know so they can take all practical preparedness steps now and be ready for fast emergency action if needed."

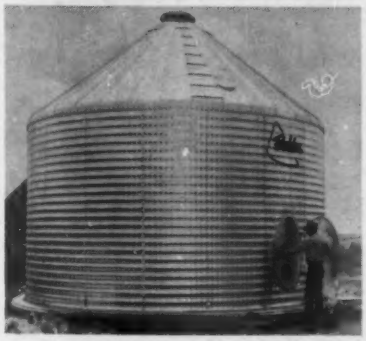
• • •

Dr. R. E. Hodgson, director of the animal husbandry research division of the U. S. Department of Agriculture, made this point in addressing a banquet honoring Dr. J. C. Knott, Washington State University dairy professor emeritus: "Teamwork between alert farmers and the Land-Grant College system has made American agricultural production one of the modern wonders of the world."

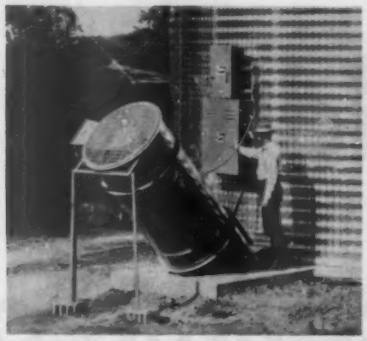
Speaking to a public meeting in the Farmers Market in Moultrie, Georgia, **Secretary Freeman** said, "Something is very wrong when the farmer has to work nearly three times as long as most other Americans in order to be able to buy the same food, clothing, appliances and other products. It would serve no particular interest to bring the worker down to the level of the farmer, but it would be of immeasurable public benefit if the purchasing power of the farmer were raised more nearly to the level of the other segments of the economy."

MONTHLY PHOTO REPORT

NEWEST DEVELOPMENTS for Better Farming



"Waffle Panel" . . . New Look, New Wrinkle in grain storage. New in design, eye-stopping in appearance is the "Waffle Panel" Grain Tank of *Behlen Mfg. Co., Columbus, Nebr.* Wall panels gain greater strength from double corrugations. Vertical and horizontal ribbing forms the waffle pattern. Other Tank features: "Eave-Seal," where roof panels are formed to bolt directly on to sidewalls; "Oval-Tite" walk-in door; steep-pitch roof. Tank sizes range from 950 to 47,590 bushels.



In-Storage Waffle Panel Drying Tank. Dries all grain with natural air, supplemental heat, constant heat, or batch dry up to 1,350 bu. at one time. Dry under any conditions. Tank complete with grain leveler; 5 roof outlets; 2 ladders; unloading tube; static pressure gauge; humidity gauge. Unloading equipment optional. Factory prewired electrical system eliminates on-job wiring. Size: 1,700 — 26,135 bu. *Behlen Mfg. Co., Columbus, Nebr.*

Frameless Straightwall Building gives clear interior for warehousing, implements, tool shop. Also stores grain 12' high against sidewalls. Steel partitions available to separate grain and utility areas. Two steel models, grain storage with 30° pitch roof. Utility building with 16° roof. 39' and 52' widths. *Behlen Mfg. Co., Columbus, Nebr.*

Expandable Multi-Purpose Building. All-steel Curvet of *Behlen Mfg. Co., Columbus, Nebr.*, designed for expansion to any length. Two utility models for machinery, tool shop, other uses, in 40' and 53' widths. Special 40'-wide grain storage model, with reinforced walls can store grain without tie rods. Drying floor, automatic unloading.

No Frame to Build. Just bolt together heavy-gauge, 3" corrugated steel panels. Use as garage, milking parlor, repair shop, meeting hall, etc. Comes in 35' x 20' units with choice of 10' or 14' wall heights. Combine units to form building of any length. Door, window selection. Expandable. *Behlen Mfg. Co., Columbus, Nebr.*

Rust is "Outlawed" from these "Steep Pitch" Roof corn cribs of *Behlen Mfg. Co., Columbus, Nebr.* Heavy #2 gauge bar mesh steel, galvanized after welding with up to 6 times normal rust-preventing zinc. Fill to peak, no hand leveling. Sizes: 611-1940 bu. Natural air drying system.

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ASC and CCC grain storage regulations; tells you how loan payments now may be deferred 1 to 5 years.

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Bright college Ag students—

Should they be separated?

Should the scholastically-superior students in our agricultural colleges be offered a more advanced education than their less brilliant classmates? This is currently one of the most discussed topics on agricultural college campuses.

by Richard E. Geyer

● THE PROBLEM of the superior student is especially critical for agricultural colleges.

They are part of state-supported universities and therefore obligated to provide opportunity for education to students of varying skills. Thus, the conflict expressed by Dean Kottman of Ohio State University's College of Agriculture: "We must not move too rapidly in the direction of more vigorous curriculums until . . . the students coming to us are better able to handle a . . . more rigorous curriculum. On the other hand, we must always keep our offerings and our standards on a plane which will challenge the upper half of our student body."

Agricultural colleges have in the past made special provisions for the brighter students. Examples are special problems courses, seminars, advanced curriculums, higher-level options within our curriculums, and special sections of lower-division basic courses. New programs are more comprehensive, offer greater flexibility, and start earlier in the student's career.

These new programs have different titles on different campuses and come in a variety of forms and combinations. Two getting particular attention are the "honors" and "independent study" plans. These two programs, or combinations thereof, "are being discussed and tried in one form or another in practically all colleges and universities," reports Henry S. Brunner, Specialist in Agricultural Education with the U. S. Office of Education.

High School Counselling

Interest in the pros and cons of honors and similar programs should not be confined to the college campuses. If capable farm youth are to participate in the advanced programs they may have to be encouraged by those who counsel them in their pre-college days. The prospective students will need to be informed of the special preparation and advanced application that is often required.

Although each project that has been adopted or is being discussed is unique, goals are usually one or more of the following:

To enrich the superior student's education by providing broader study, including subjects such as humanities and social sciences, or by allowing a more advanced study of required subjects.

To provide an education that is more adequate for employment or graduate study in specific areas.

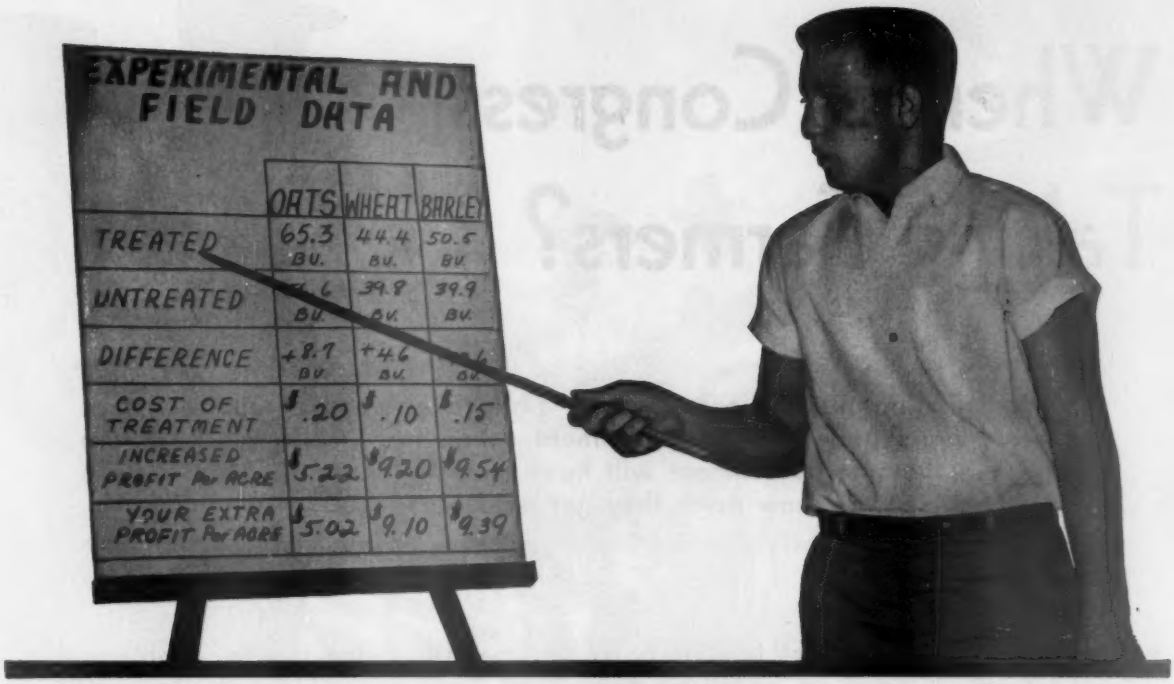
To accelerate the student's coverage of required subjects so that he may take a job or enter graduate study sooner.

The first goal is emphasized by Professor J. W. Cohen, Director of the Carnegie-established Inter-University Committee on the Superior Student, headquartered at the University of Colorado. He suggests a comprehensive honors approach. "Once a full-fledged honors program becomes established in a college or university, then special sections, independent study, acceleration and advanced placement can find their proper places within a well-rounded program for superior students," he said.

"An honors program can be adopted by agricultural and other professional schools," he said.

The University of Nebraska's College of Agriculture inaugurated in the fall of 1960 an honors program aimed at enriching the student's education, particularly in the areas of science and research. Although the students are selected initially on admission to the college, they are not given special courses until the second semester. Then they take a course titled "Introduction to Agricultural Science." Purpose is to "provide perspective of the breadth of agriculture and to motivate the student toward an understanding of the place of science and basic principles courses in ap-

(*Continued on page 34A*)



Increase farm income $25,000 to $300,000 per county with seed treatment

"Best way I know to put $25,000 of extra spending money into my home county would be to treat all the small grain seed with a good seed treatment," says Danny Lamb, Swainsboro, Ga., winner of the 1960 Georgia Crop Improvement Project Award.

Danny's work shows that income from oats can be increased by $5 per acre with seed treatment . . . wheat by $9.10 . . . and barley by almost $9.40. This figures out to well over $25,000 for the small grain acreage in his home county.

Counties with larger acreages in small grains, cotton, sorghum, flax, and peanuts can reap still bigger benefits . . . as high as $300,000 per county for the high-producing grain counties of the Great Plains.

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Don't let farmers in your county miss out on the extra crop yields and bonus income that seed treatment can bring. Tell them the seed treatment story hard and often!

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Send me full information on materials available to promote seed treatment with farmers in my area.

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TITLE_____ STUDENT ☐

ADDRESS_____

_____

Where's Congress Taking Farmers?

While this Congress did not move far it has taken another couple of steps toward more and stronger government action in agriculture. The future promises that the government will have more influence on what farmers grow and sell and how much they get paid for it.

● THE FIRST SESSION of the 87th Congress has not blazed any basically new trails for American agriculture. But it has moved another couple of steps toward more—and stronger—government action in agriculture.

This Congress has the usual and natural preference for stopgap, patchwork solutions to tough farm problems. It refused, for instance, to make a long-range decision on the problem of surplus wheat production. But when you add up all the things the 1961 Congressional session did and didn't do for or to farmers, here's what you'll find.

More Government

There was not one single step in the direction of the kind of farm policy which leads to less government influence on farm prices and production.

There were a number of steps in the other direction, toward more government influence on what farmers grow and sell, and how much they get for it. In some cases—the new authorization for broader use of marketing orders—the Congress was allowing the use of programs in which it can truthfully be said that farmers themselves regulate their marketing in an effort to get maximum returns. But these programs could not operate at all without government sanction, and they depend for their effectiveness on the power of Federal law. When a marketing order program for potatoes, for instance, bans shipment of spuds below No. 2 grade, the man who ships a cull can be hauled up and fined just as effectively as the fellow who overplants his wheat allotment.

What are some of the major things done and undone this year, and what do they mean for the future?

Land Retirement Program

Let's look at them one by one.

• The Congress, as a body, didn't even bother to think seriously about considering the Farm Bureau's land retirement program. In many ways, of course, the Farm Bureau program resembles what we're now doing because it involves paying farmers to keep land out of production. But the essential difference is this: The Farm Bureau program would reduce the number of acres of grain planted while reducing price supports. It is also aimed at moving gradually to a system in which farmers would produce as much as they pleased and price supports would undergird the open market instead of fixing the price above free competitive levels. The 1962 wheat program, on the other hand, is based on the idea that unless the government takes a hand in tailoring production to demand, farmers will produce themselves into bankruptcy. A basic part of this idea is the theory that if farmers accept government controls, the government should guarantee a "fair" price whether the market pays it voluntarily or not.

• The Congress flatly refused to swallow the long-range administration program aimed at making it easier to install crop-by-crop production control in the future.

This doesn't prove the Congress is against controls, but only that the administration asked the lawmakers to go too far in one jump. The program was beaten partly because it was drawn in a form which opened it up to charges that the Secretary of Agriculture could become some kind of Czar, partly because it would have authorized control programs for some commodities where there is strong and vocal opposition to controls; partly because it would have weakened the ability of groups like Farm Bureau and the National Cotton Council to resist future changes in present farm programs.

Not Ready to Change

But in rejecting the President's program, the Congress certainly wasn't saying that government control in agriculture is bad and "freedom" is good. It was saying that the lawmakers are not ready to change the present machinery for making decisions on what should or shouldn't be done about individual commodities.

• The Congress went ahead and accepted the administration's "second-best" plan—stopgap 1962 programs for wheat and feed grain control. This action will reduce grain surpluses. But it also postpones the eventual hard decision on long-range grain policy. The 1962 grain pro-

(*Continued on page* 28)

Don Sanderson (left, center) reports, "We have fed nine thousand cattle on Stilbosol rations. All college feeding tests, plus our own experiences, proved to us that you can't stay in this business without Stilbosol."

"Our cost of gain went down 4¢ a pound when we put Stilbosol back in our ration"

"We're feeding Stilbosol again . . . this time for keeps," reports Don Sanderson, S&J Feedlots, Norton, Kansas.

"Right after we went back to Stilbosol, we had a load of steers come in. We fed them for 140 days and they gained 448 lbs. per head.

"We figure our cost of gain with Stilbosol to run about 19 to 20¢ per pound. Without Stilbosol, our cost of gain shoots up to 23 to 24¢ per pound.

"If we don't feed Stilbosol, we lose about ¼ lb. daily gain per head. By the time it takes to fatten cattle for market, this loss of gain amounts to $9 or $10 a head. As close as they keep the margin on fat cattle, that $10 a head that Stilbosol gives you is most of your profit these days.

"A man couldn't last in this business if he didn't feed Stilbosol. Oh, sometimes he can make a profit if the margin is high enough, but in the long run he's going to go broke," Don concluded.

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The peculiar nature of agriculture makes farmers "victims of their own efforts" to insure consumers an adequate margin of safety in the supply of food and fiber.

We Can't "Shut Down" Agriculture

by Dr. G. H. Aull
Clemson Agricultural College

• SOME TIME AGO THE WALL STREET JOURNAL carried news of the fact that the appliance makers were receiving weekly and even daily reports of purchases around the country. This information was almost immediately translated into production schedules.

The same Journal reported that the steel mills would operate at only about 60 percent of capacity during most of the fall months for that year and a large textile plant had just announced plans to curtail production if demand did not pick up in the fall. In every case it can be assumed that production would be resumed quickly if the demand justifies it.

Cannot Operate Any Other Way

Fortunately for everyone except the farmer, our agricultural industry is of a nature that it cannot operate in any such fashion. It takes a lot longer to "fire up" an agricultural enterprise than it does to fire up a furnace — and a great deal more consideration enters into the decision to shut it down. The processes which give rise to little pigs and baby calves — and even to the raw materials for our daily bread — require months and even years to complete their cycle, and their time span could easily double if something went wrong at the moment appropriate to their initiation. Not only this, but the end product (both as to quantity and quality) is uniquely subject to the uncertainties of price as well as to the influences of weather, insects, and diseases.

Agriculture is peculiar also in that the demand for its products is far more "inelastic" than is the demand for the products of most other industries. For example, even a slight increase in the supply of cotton or wheat will result in a considerable decrease in the price offered but little or no increase in the quantity that will be consumed.

Families need — and get — about as much food during a depression as they do during periods of prosperity and, fortunately, agricultural production per person is remarkably stable. At the same time, agricultural prices are notoriously unstable. This is true because agriculture, in spite of all talk about the increasing size of farms, is still largely a family affair. Furthermore, it deals in things which are alive and growing, and it would be disastrous to interrupt these processes.

In the face of low prices, therefore, agriculture must continue to produce and from the standpoint of consumers it is fortunate that this is so. Industry, on the other hand, is able to meet a decreased demand by reducing its labor force (which is hired labor, not family) and curtailing production, thereby maintaining prices.

To illustrate how these differences in the nature of the two industry groups operate in practice, it can be shown that during the period of the early 1930's industrial output dropped about 40 percent while industrial prices declined only about 10 percent. In contrast, agricultural production dropped very little but agricultural prices dropped about 50 percent.

Victims of Our Efforts

It appears, therefore, that because of the peculiar nature of agriculture and the operation of the inexorable "laws" of economics, farmers are the victims of their own efforts to insure consumers an adequate margin of safety in the supply of food and fiber. Yet when some efforts are made to relieve farmers from the burdens imposed by this "margin of safety", consumers are all too willing to join the parade of those who would for this reason make agriculture to appear in an unfavorable light.

I doubt whether in most instances those who echo the

"Unless farmers can successfully meet the criticisms growing out of government support of agricultural prices, public opinion may force punitive legislation which will offset all possible benefits from price supports."

criticisms heaped upon agriculture are in fact even moderately well informed as to the real facts in the case. Unfortunately, however, the individuals and organizations who generate this criticism appear to be both quite capable and well financed. Agriculture, on the other hand, has raised but a weak voice in protest and one can easily get the impression that the subject is taboo except in political circles.

Frankly, I cannot account for the almost total indifference with which we have met the economic issues which affect the very life blood of agriculture and rural life. Among these might be mentioned such pressing current problems as price supports, acreage allotments, trade restrictions, deficit financing, inflation, taxation, minimum wages, union shops, public management and rural zoning.

By contrast there is available a wealth of information and even some personal assistance on almost every other subject from amoeba to Zoysia. I certainly do not regret the existance of this knowledge but I deplore our failure to devote anything like the comparable resources to matters which by every standard are of at least equal importance to our individual and national welfare.

". . . where farmers are being ridiculed for accepting what most other groups in our society have taken for granted."

I am also alarmed by the feeling which seems to be fairly general that while, for example, no one versed in the folklore of amoeba is expected to speak with authority concerning Zoysia, everyone with even a sixth grade education is assumed to be an expert in all matters pertaining to the broad and truly complex field of economics. Is there any wonder that on matters affecting public policy we have almost no guidance and are being led down one blind alley after another?

Since the field is so broad and so complex I can, in this article, do no more than attempt to clarify the issues surrounding a few of the major points to which criticism of agriculture has been directed — and I would not have you feel that I know all the answers.

Unlike the questions in many other areas of science, those relating to the economics of agriculture and particularly to agricultural policy, cannot be disposed of in a few simple words. There are few "yes" and "no" situations and even these can change with changing circumstances. In many cases the answers are made more difficult because the facts as stated by our critics are essentially correct.

However, further examination brings out additional information which presents an entirely different picture than the one intended. For example, it is quite true, as the critics of agriculture tell us, that the third largest item of expense in the current federal budget is designated for "agriculture." Much of this, however, represents a direct contribution to domestic and foreign aid programs which are hardly a sole responsibility of U. S. farmers. Other large portions reflect the public costs of acquisition and maintenance of National forests and wildlife preserves which again belong to all the people. Still other large amounts are for such things as soil conservation, research and education.

While of some immediate benefit to farmers, all of these are in the long-time interest of a growing economy and essential to the welfare of all the people. Finally, a substantial proportion of the total charged to agriculture in the federal budget is in the nature of a "revolving fund" which constantly replenishes the federal treasury.

It is, therefore, utterly ridiculous to imply, as is frequently done, that agriculture is responsible for extraordinary federal expenditures, unbalanced budgets, and subsequent inflation.

I mention this reference to the federal budget because it illustrates the insidious character of much of the criticism leveled at the agricultural sector of our economy by those who do not know the truth or who do not care.

There are manufacturers who complain because the American farmer gets a little more than the world price for his cotton, yet think it perfectly all right for the government to impose a 40 percent import duty on something they make. Laborers who resent government purchases of milk and pork feel no hesitancy in entering into an unholy alliance with this same government to establish a floor under their hourly pay. Shippers using government built vessels and plying their trade over routes paid for by public funds are not overly sympathetic toward "subsidized farm credit" and government sponsored telephone and electric services for farm people. Numerous nonagricultural commodities are being bought by our government and "stockpiled" for beyond the limits imposed by national security.

I could go on and on citing chapter and verse of instances where farmers are being ridiculed for accepting what most other groups in our society have taken for granted, lo these many years. But as bad as they are, these are not the most flagrant examples of waste and abuse in our economy by those who would heap criticism upon our farmers.

"It is utterly ridiculous to imply that agriculture is responsible for extraordinary federal expenditures, unbalanced budgets and subsequent inflation."

This waste takes many different forms, all of which are detrimental not only to agriculture but to the entire economy. Witness, for example, the union plumber who slices off the mechanically threaded end of a length of pipe and cuts a fresh thread just like the one he has removed; or, if you please, the union compositor in the newspaper plant who laborously sets type for a national advertisement then throws it away because the advertisement had been imprinted weeks before on a mat supplied by the advertiser.

Compared to waste such as this, the check which our government sends to a farmer for not raising crops seems small indeed. In fact, it is so small that I wonder why the farmer himself doesn't put a stop to it. Perhaps he would if he could detect even a small willingness on the part of

(*Continued on page* 22)

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BETTER PRICES

(*Continued from page* 14)

potential by the requirement that a farmer who operates more than one farm had to keep his corn acreage within the 1959-60 base acreage for all farms to qualify for corn payment on any of the farms. By the same token he must maintain his same number of acres of soil conserving crops as he had in 1959-60 to be eligible for the soybean loan. These requirements did not prevail in corn allotment programs of earlier years.

Another leakage factor involves a selection by participants of their poorer land to put in diverted acres — with the resulting upgrading of land planted to corn on participating farms. There may also be some tendency to step up fertilizer use — although a limitation this year on the amount of corn that can be put under loan to an amount equal to the assigned yield per acre has some deterring effect on this yield expanding force.

Output Reduced Below Needs

But after all is said and done, enough farmers have participated in the 1961 Emergency Feed Grain Program to effectively reduce feed grain output this year to well below the utilization needs.

Feed grain utilization last year was about 158 million tons. The higher price of feed grains likely to prevail this year probably will cut back some on the utilization per head of livestock in the coming year. But there will be more hogs to feed out in the coming year. Total usage, thus, may fall a little short of last year.

The deficit will be made up by sale of Commodity Credit Corporation grain to pay farmers for the value of the certificates issued as payment for the acreage taken out of production under the Feed Grain program. These sales will be supplemented by the sale of "out of condition corn." The two sources of CCC sales probably will release in the neighborhood of 21 million tons of feed grains from government stocks. This gives a probable available supply of feed grains in the coming year well within the needs for utilization.

It means that CCC will take over some corn in the form of delivery of 1961 corn loans during the coming year. But it also means that corn prices must work close enough to loan rate by spring so sufficient corn will be fed or sold to provide the needed farm supplies.

Thus, corn prices probably will work up from harvest lows to a range of 5 to 10 cents below loan levels by spring of 1962.

Supplies of high protein feeds will be somewhat larger in the coming year. The 1961 soybean crop is significantly larger. Acreage planted to soybeans is up 15 percent and yields will be good. The increased crop will result in a modest carryover of old beans in the fall of 1962—assuming that the Berlin crisis doesn't erupt into a shooting war. Under these circumstances, soybean meal will sell cheaper for the year as a whole than it has in 1960-61. It probably will be higher priced this fall than a year earlier, but cheaper next winter and spring than in early 1961.

The 1961 livestock picture has been dominated by a record output of red meats. On top of this has come record supplies of turkeys and broilers. The livestock picture has been further complicated by bunched marketings of slaughter cattle this spring and early summer, coupled with a problem of oversupply of heavy fed cattle.

Cattle Marketings

While cattle slaughter in 1962 probably will be a little larger, there is a good chance that the average weight of marketings will be lighter due to higher feed costs. There is hope for less bunching of marketings next year. And for less competition from broilers and turkeys during the critical 1962 spring months. With more consumers to eat beef, a continuing uptrend in the demand for beef and somewhat stronger consumer buying power, the average 1962 price of fed cattle could easily be $1 to $1.50 higher per hundred pounds than in 1961. About half of this increase will be offset by higher feed costs.

The 1961 spring pig crop is up 7 percent from a year earlier according

IN 1962?

to USDA's estimate. These pigs will be coming back to slaughter from July of 1961 through February of 1962. The main boost was in April and May farrowed pigs—which means that most of the resulting increase in slaughter will come after late October. Prices at that time of year are expected to average below the levels which prevailed last year then.

Price for Hogs

On June 1, farmers were planning to boost their 1961 fall pig crop about 3 percent. Based on past relationships this should result in a slightly lower 1962 winter price for hogs.

Feeding relationships on pigs sold in the fall of 1961 will be equal or higher than average. But those marketed next winter and spring may bring only average feeding relationships. This probably will result in a 1962 spring pig crop not a great deal different in size from the one of 1961. And there is a good chance that the fall pig crop of 1962 could show some decline as farmers react to the higher feed costs of next spring and summer.

About one-fourth more turkey will be available for the holiday season this fall than a year ago. Such an increase cannot be marketed except at lower prices. Chances are that the unsatisfactory returns from the 1961 turkey crop plus the higher feed prices which will prevail next year will result in the cutback from the excessively high levels of turkey production this year. Turkey profits should be better next year, particularly on birds sold in the latter half of the year. Large turkey stocks will be a price restraining factor in the first part of 1962.

By the same token, the pressure of higher feed costs and unsatisfactory profits on broilers sold during the spring months of 1961 will serve as a restraining factor in limiting any increase in broiler production in 1962.

A moderate increase in egg production is in prospect for next year. Egg prices will be lower this fall and winter than in the year just ending, but not as low as in 1959-60 since egg production is not being cut that much.

Since hog production responds more promptly to changes in feed supplies than other livestock enterprises, a check in the expansion of hog production probably will be the first and greatest single result in the livestock area of the 1961 feed grain program.

The immediate effects of a feed grain program are to raise the feed costs for all livestock producers. But on a percentage basis the increase in feed cost is greater in the corn surplus area than in the deficit areas.

If the current feed grain program results in a price level for feed grains equal to about 10 cents a bushel below the loan level, this means that prices in the surplus areas may be increased about 11 percent while prices in the deficit areas would be increased about 8.5 percent. The feed price increase in the surplus area as a result of the program will be 30 percent greater than in the deficit areas. Hog production, beef cattle fattening and other livestock enterprises probably will be cut back more proportionately in the corn surplus areas than in the deficit areas the next few years.

Grain Values Increase

Given a chance for the livestock production to adjust to the higher prices of feed grain that would prevail over a program of restricting feed grain supplies for a few years, total livestock production would be held in check and cash receipts from livestock products would increase. As a result, the value of all feed supplies, hay and pasture as well as feed grains would increase.

Farmers who purchase feeder cattle, calves or hogs for finishing purposes realize a more or less average return over a period of years which pays for their feed in other costs in finishing the animals. Less than 15 percent of the feed grains are utilized for fattening beef cattle. For this reason changes in the prices of grain fattened beef cattle are largely passed on to producers of feeder cattle by competitive market forces.

(*Continued on page* 31)

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What Is the Future for Co-ops?

(*Continued from page* 13)

Now, let's talk about your specific cooperative. What is G.L.F.? When was it founded? What caused G.L.F. to be started?

G.L.F. is an agricultural cooperative serving farmers in New York, New Jersey, and northern Pennsylvania. G.L.F. was formed in 1920 by New York State farmers who sought to obtain feeds, seeds, and fertilizers which met recommendations of the College of Agriculture at Cornell. These farmers turned to their state-wide farm organizations—the Grange, the Farm Bureau Federation and the Dairymen's League—for help. G.L.F. is the abbreviation for Cooperative Grange League Federation Exchange, Inc. The territory was expanded to include New Jersey and northern Pensylvania in the early 1920's.

We're interested in the facilities that G.L.F. operates at the present time. Would you tell us what they are?

G.L.F. facilities today consist of: 266 cooperative service stores owned by local farmers but managed by G.L.F.; 271 "Agent-Buyers" franchised to supply G.L.F. products and services (about 40 of these are independent local cooperatives, the rest are private merchants); 67 petroleum bulk plants; 13 petroleum terminals; 14 fertilizer manufacturing plants; 4 line-mix feed mills; 8 seed plants; 8 farm supply warehouses; and a dozen marketing facilities.

How much business was transacted by G.L.F. last year?

Dollar volume, both wholesale and retail, for the fiscal year 1959-60, was $384,000,000, including an estimated $67,000,000 volume handled by G.L.F. Agent-Buyers.

How was this divided between marketing and furnishing supplies?

The bulk of the volume was in the purchasing end of the business. However, G.L.F. marketed about $20,000,000 worth of its member's products. Marketing operations are receiving increased emphasis in G.L.F.

Who owns G.L.F.? How does this differ from the usual corporation ownership?

G.L.F. is owned by its 117,000 farmer-members, each of whom owns one or more shares of common stock. G.L.F. is incorporated under the cooperative corporation law. It differs from the usual stock corporation ownership in that business and elections are conducted on a "one member-one vote" basis, and dividends on common stock are limited to 6 percent. Another difference is that the owners are the primary users of their organization's goods and services.

How is your cooperative run by its members?

G.L.F. is a centralized cooperative in which farmers hold direct membership, and elect their board of directors. The board sets policy and hires top management. Local service stores and agent-buyers are guided by member committees, usually composed of six members each. Through their local committee chairman, members nominate candidates to the G.L.F. Exchange Board.

How important is end product marketing in your cooperative?

G.L.F. marketing philosophy places considerable emphasis on end product marketing, in that we start with the consumer and work back toward the source of raw product. In practice, however, we still have a long way to go.

Thank you, Mr. Fallon, for this important interview. You have certainly given us something to think about.

We Can't "Shut Down" Agriculture!

(*Continued from page* 19)

other groups to join the movement toward a freer economy.

Another criticism to which farmers have been unjustly subjected is that, through price supports, production payments, etc., they not only have been the beneficiaries of huge governmental "handouts," but have committed a double sin by further "rooking" consumers in the prices of food and clothing.

While I have never been an enthusiastic supporter of our government's agricultural price policy, and doubt seriously that it has been the boon to agriculture which some suppose, I insist that it has evolved logically and naturally out of the policies forced upon the Congress by other industries and by labor unions and that its continuation is virtually assured by the current selfish and short-sighted activities on the part of the leadership in these self same groups.

Even so, unless farmers can successfully meet the criticisms growing out of government support of agricultural prices, public opinion may force punitive legislation which will offset all possible benefits from price supports.

I do not wish to imply that in the midst of all the mistakes which are being made in the world today agriculture alone stands blameless and unstained. On the contrary, there is much which farmers can and should do to put their house in order. I feel, too, that those of us most closely allied with the industry must somehow share responsibility for some of the unfortunate blunders of the past.

PROVE TO YOURSELF – Purina feeding costs you less. And research makes the difference

WHIS MILHOLLEN tells about his 31 years in poultry research at the Purina Farm

"When I came to the Purina Research Farm as a young man 31 years ago, I got the shock of my life. Growing up on a small midwestern farm, I was used to chickens in flocks of 50 to 100 hens. Here were big houses with 2000 chicks or 1000 layers to a house. They seemed immense in those days, and I asked to work in the poultry section of the farm.

"Must have been a good decision. I'm still here in charge of our farm work with close to 80,000 pullets, layers, broilers and turkeys grown every year.

"Sometimes a farm visitor will ask me what impresses me most about my lifetime of work right here at Gray Summit. I guess I'd have to say it's the growth and progress. We like to keep all of our buildings and equipment practical, but we believe in keeping ahead of the times. The next pages will show you some of our new buildings and experiments and how they help you customers cut your feeding costs.

"We hope you can make us a visit some time and see for yourself. Whether you have a big flock or a small one, whether you feed Purina or not, we feel it's part of our job to show you how the Purina Plan can help you save money. Ask your Purina salesman or dealer so he can arrange the trip."

Purina experiments that have cut egg

Takes half as much feed per dozen eggs. Thirty years ago we were just beginning to pay attention to the feed it takes to make a dozen eggs, but I remember lots of tests with Leghorns that took around 8 pounds. Now we make a dozen eggs regularly in 12-month tests on 3.8 to 4.2 pounds—sometimes less. Even today we find that some feeds (not Purina) are taking 5 pounds or more. I'm very proud that we have been able to help make Purina one of the most efficient feeds in the business, because that saves *you* money.

100 more eggs per hen. Back when I started, we got about 150 eggs from a light-breed hen in 12 months. Today we get from 225 to 250 with very little culling. Frankly, breeding and your good management are a lot more important than feed in making this improvement. But, still, just try to get 250 eggs per hen with a 30-year-old feed formula. It can't be done!

4 pounds less feed per pullet. We did pretty good on pullets back when I started—didn't make any real break-through until we worked out the Purina Controlled Feed Program that knocks about 4 pounds of feed off the total needed. On top of that, you get more big eggs and slightly less laying house mortality on the Controlled Feeding Plan. We figure

One of the most interesting experiments going on right now is complete re-evaluation of phosphorus and calcium in relation to high, sustained egg production. Part of this work is going on at Purina's third research farm at Canton, Georgia, where Purina poultry research manager J. E. Marr and farm manager Rupert Green are taking leg bones for chemical analysis. Already this work has resulted in lower cost of producing a dozen eggs on Purina.

These men are checking egg shell strength. They are Elmo Boyle and George Dillard from the farm here and J. E. Marr, who has charge of all Purina's poultry research work.

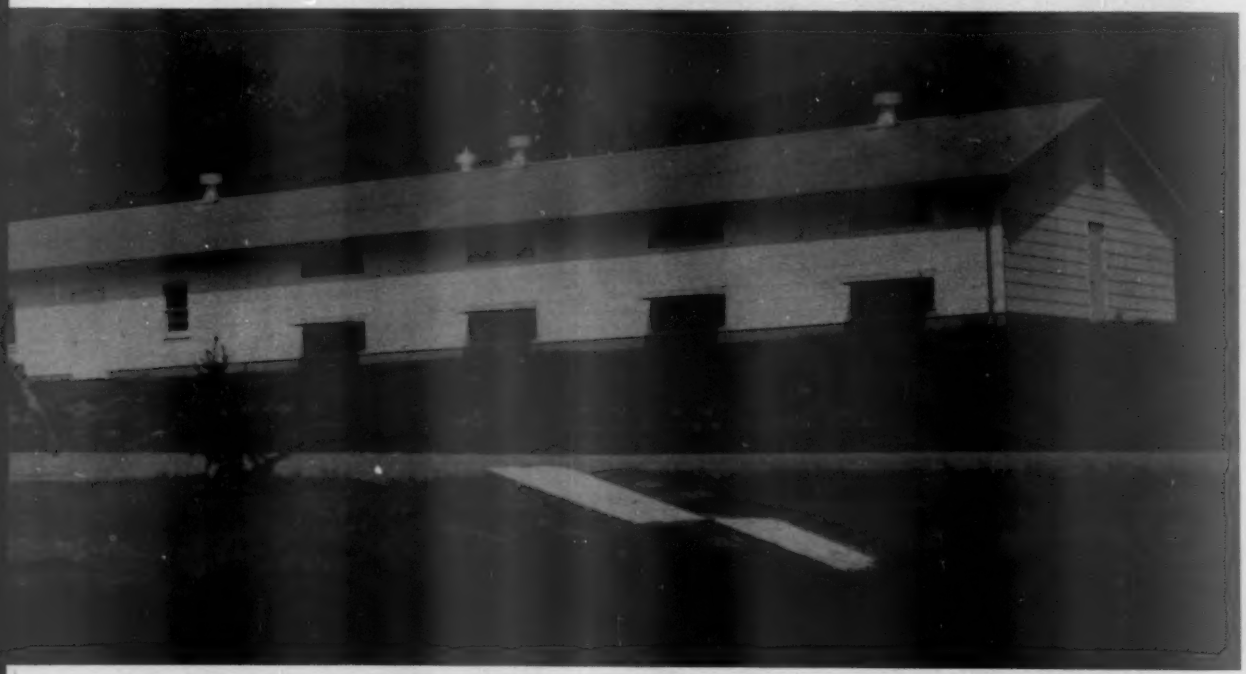
Egg size and shell strength are affected by feed formulation, and we have been doing a lot of work on them both at the Gray Summit Research Farm. Eggs from hens fed different formulas are weighed and checked for shell

production costs

it adds up to about 16 cents saving to put a light-breed hen on the nest.

Reduced losses from stress. We feel we did you farmers and poultrymen a good turn when we proved out Purina Chek-R-Aid, the first practical high antibiotic-vitamin ration to feed at time of stress. Our vets and poultry nutritionists worked out the formulas and we tested them to find the best one. Don't know how many millions of dollars it has saved the industry by reducing death losses and bringing out-of-condition birds back into heavy lay. Now we have Purina drinking water mycins that do the same job, too. We've tested them all right here at Gray Summit.

Some of our experimenting is done in cages—some with floor layers. We have to be sure that our Chows and Concentrates will do a good job either way. What's more, we do part of our work with the big commercial poultryman in mind, and part to be sure our products are right for the small farm flock.



thickness and hardness. While hot weather, length of lay and breeding also influence egg size and shell density, we have been able to improve Purina Chows and Concentrates to reduce these problems.

I told you earlier that progress never stops here at the Purina Farm (or at our other Research Farms near Nashua, New Hampshire, and Canton, Georgia). This brand new house with 16 identical test pens is the latest example. We have 5 other laying houses here and soon will start another big one. Just completed a turkey shed as big as our laying test house, too. At all three farms, we have housing for floor layers, caged birds, breeders.

FEED PURINA FOR LOW-COST PRODUCTION

Get research facts from your Purina Dealer or Salesman . . .

Naturally many of the improvements found by Purina Research go right into the Checkerboard bag in the form of better Chows and Concentrates. But many of the things we find out are along the lines of management, insulation, ventilation, disease control and the like.

Your Purina salesman and dealer are sent this information. When you want real, sound advice or help, be sure to look up your local Checkerboard man. He's always glad to help you, and *he's got FACTS from the Purina Research Farms.* Or he can get them for you.

HOW TO HELP PREVENT, TREAT POULTRY DISEASES

Purina Research has developed a complete line of disinfectants, wormers, and treatments to help you guard poultry health.

Sanitize with Purina C & S Powder and Disinfectant

It pays to wash waterers and feeders with Purina C & S Powder solution before housing birds. It is a cleaner and germ killer. Then disinfect equipment and the whole house with Purina Disinfectant solution.

Purina Poultry Wormers work in feed, drinking water

A strict worming program will control large roundworms, cecal worms, and tape worms in your flock. Ask your Purina Dealer about Purina wormers to use in drinking water, mix in Check-R-Mix rations, or to feed straight.

Purina Poultry Mycins fight disease, stress

There's a whole family of Purina Mycins that will help you fight common poultry diseases, get birds to snap out of setbacks caused by vaccination, moving and feed and temperature changes. They can be added to drinking water, dusted, or injected to suit your needs.

agribusiness
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by R. L. Kohls, Purdue University

What Affects the Consumer's Decision?

The ability to predict consumer reaction to various products and to efforts to influence her is bread-and-butter information to many. A recent bulletin, **Consumer Decision Making** (*Iowa Extension Service, Ames, Iowa*) brings together much of what is known about consumer behavior. Though written primarily to aid consumer marketing extension specialists, everyone concerned with selling or informing consumers will find this bulletin useful. This is not browsing material — but rather an elementary course in consumer theory. It will take time — but it is worth it.

Costs of Operating Livestock Auctions

One of the great changes in livestock marketing in recent years has been the rapid increase in the auction market. Both farmers and the market operators have a real stake in the efficiency of this market agency. The report, **An Analysis of Operating Costs at Michigan Livestock Auctions** (*Michigan Experiment Station Technical Bulletin* 283, *East Lansing, Michigan*) goes into the costs and efficiency factors of auction operation in detail. It points out clearly that we can have too many markets as well as too few.

Pricing by Producer Bargaining

The Los Angeles Egg Market (*Marketing Research Report* 440, *USDA, Washington, D. C.*) is a study of the operation of the system of buying and selling that operates largely without the service of a centralized terminal market. Instead, pricing is done through producer-dealer agreements involving 16 farmers' bargaining groups. With so many changes being proposed today in pricing and bargaining here is an analysis of a different arrangement which might stimulate ideas.

Farmers and Their Borrowed Money

The question of how to adequately finance a sound agriculture is certainly an important one to many members of the total agribusiness group. Some hold that farmers already have too much capital. Others maintain that those farmers who really deserve financing can easily obtain it. Just who does use credit? What determines the amount of credit that individual farmers use? These and other questions are discussed in **Capital Rationing Among Farmers** (*Indiana Experiment Station Bulletin* 703, *Purdue University, West Lafayette, Indiana*).

The Foreign Market for Poultry and Dairy Products

In 1960, foreign sales of poultry meat were at record levels — dairy products also found increasing markets abroad. Just how are we going about developing these markets? What are the potentials for the future? What is the world production situation? These questions are the subject of a new report, **Prospect for Foreign Trade in Dairy and Poultry products** (*Foreign Agricultural Service, USDA, Washington* 25, *D. C.*)

Effectiveness of Agricultural Advertising Measured

Those interested in the current trend toward farm group advertising will find **Special Promotional Programs for Apples** (*Marketing Research Report* 446, *USDA, Washington* 25, *D. C.*) of special interest. The advertising campaign was found to be associated with greater apple sales — both for the sponsoring group's apples and also the apples of other producing areas. The extra apple business apparently came at the expense of banana sales. One type of advertising theme was more effective than another.

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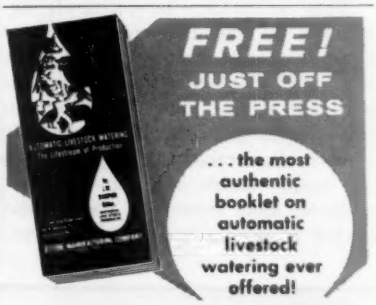
NEW IDEAS — PAGE 42



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Where's Congress Taking Farmers?

(*Continued from page* 16)

grams are based on the idea that two things must be done at once—production must be reduced, and farm income must be maintained or raised. Obviously, if farmers are going to get the same or better return on less production, they must have higher prices, payments, or combine the two devices and probably everybody involved in farm policy will agree that the public will not accept permanently the tax burden involved in these payments.

Grain Program Necessary

Sooner or later the Congress will have to come to some decision about grain. It edged a bit closer to a long-range policy of *effective* supply restriction by cutting the national wheat allotment 10 percent for 1962 and tightening penalties for overplanting.

• The Congress revised the marketing order act and made a number of additional commodities eligible for orders.

This action may be extremely significant to the long-run future of agriculture. Marketing orders have a number of glaring shortcomings as a control device. For many comodities, it would be difficult or impossible to control effectively through marketing order restrictions on handlers with no legal means to control the output of producers. In other cases, however, orders might do an effective job of keeping market supplies down and market prices up.

The interesting thing about this marketing order business is that as far as Congress is concerned, it's a much more acceptable form of control than the traditional allotments, quotas, etc. Partly this is because the order programs do not involve price supports, government storage or surpluses, or any of the other features of conventional farm programs which stick out with big dollar signs to draw public attention and criticism. When a marketing order works well, the farmers who benefit get their benefits out of the pockets of consumers. And consumers, as distinguished from taxpayers, are notoriously weak lobbyists most of the time.

What about the future of marketing orders. The debate on the 1961 omnibus farm bill, part of what legislative technicians call the "legislative history" says in effect that this is up to commodity groups themselves. In writing the 1961 bill, Congressional leaders said, they followed a policy of authorizing marketing orders for all groups which wanted them. If producers of other crops can agree they want orders in the future, they'll probably have little trouble getting authority.

Now let's note this:

The Congress this year didn't move far, and didn't commit itself beyond reversal. Going back to wheat as an example, the program was written for only one year. Congress could shift policy direction next year by freezing the 10 percent acreage cut into permanent law and cutting price supports. Odd as it may sound, freezing the acreage cut would be a step toward less government-in-agriculture if it were accompanied by a reduction in price supports because it would encourage a transfer of resources out of wheat production.

A Small Step Forward

The net of the whole thing, partially obscured by Kennedy's licking on his long-range plan, is a small step toward the administration's supply management philosophy. Whether this will be followed by a long step depends on how farmers react. If, for instance, feed grain producers find the idea of reduced acreage and higher returns to their liking after a 1961-62 trial, they may be willing to go the next step and accept mandatory feed controls. If the producers are willing, the Congress probably will go along on the theory that there would be less public protest against some increase in market prices than against big tax spending on surpluses.

Pork Prices Hinge On South's Production

● If the South increases pork production at the expense of production in the Midwest, a very slight drop in Southern prices will result. If, however, the increase in the South is a net addition to total production in the United States, then noticeable price declines may be expected.

These are conclusions drawn by two Mississippi Agricultural Experiment Station economists, Dr. Thomas E. Tramel and L. Dow Welch after a study of the pork situation.

Many hog producers feel that technological advances are likely to cause production to shift from the Corn Belt to the Mid-South. Others feel that states in the Mid-South will at least become self-sufficient in pork production. Research recently completed by the Mississippi Station indicates the following effects of such changes on the retail carcass value of southern-produced pork:

If 10 percent of the production of leading Corn Belt states were shifted to Kentucky, Tennessee, Arkansas, Louisiana and Mississippi, only minor changes in retail carcass values would result. Were the latter four states to become self-sufficient in pork production by 1965, sharp price declines could be expected.

Should Mississippi double its 1958 production, with production elsewhere remaining at 1958 levels, retail carcass values in Mississippi would decline by 79 cents per hundredweight. Increasing Mississippi production to five times its 1958 level would depress retail carcass values by about $3 per hundredweight.

HIS PORTABLE HOG CRATE MAKES PICK-UPS EASY!

This one-man portable hog crate "invention" saves time and labor for Mr. George Hill, who farms 180 acres near Manly, Iowa. It enables him to round up and cage stray hogs, including litters, in the field. They are then hauled quickly to the road, where the tractor's hydraulic control easily lifts the crate to a waiting truck.

After five years of using Texaco Products to lubricate and fuel his tractors and other farm equipment, Mr. Hill is convinced they are best for economical operation and longer machinery life. He prefers Advanced Custom-Made Havoline Motor Oil, for example, because it wear-proofs engines and cleans as it lubricates. He also uses Texaco Marfak lubricant, because it sticks to open bearings better. Like farmers all over the country, this progressive farmer has found that it pays to farm with Texaco Products.

SHOWN IN PHOTO *(left to right) are Mr. Hill and Texaco Consignee M. L. "John" Benn, of Mason City, Iowa, who provides neighborly, on-time deliveries to his customers.*

IT'S TEXACO FOR HIM!

Mr. Bruce O. Nicholes, who grows 150 carloads of potatoes annually on his 500-acre farm near Madras, Oregon, likes the lively power of Fire Chief gasoline for his 5 tractors. Fire Chief is Climate-Controlled, specially blended to match year-'round temperature changes. As a result, engines run more efficiently with this great gasoline, saving farmers money on fuel. Photo shows Mr. Nicholes (with dog) passing the time of day with Texaco Consignee J. Newell Dana, of Madras, Oregon.

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American Agriculture and The Land-Grant College

● Modern American agriculture permits a single farm worker in this country to produce food enough for himself, and 25 other persons. This is an unparalleled production efficiency ratio.

Thirty years ago it took an industrial worker of the United States just about one hour of his labor to buy a dozen eggs. Today, it takes him only 15 minutes of work to earn enough to pay for a dozen eggs.

Eighteen minutes of work buys a pound of chuck roast that three decades ago cost 24 minutes of labor. The amount of working time required to earn a quart of milk has been cut in half as is the case of potatoes, and also bread.

What has brought this about?

It has been described as a "technological revolution. What that means is simply this: People in agricultural research, in education, and industry have joined with farmers to bring their total capacity to bear on problems of food and fiber production, processing, and distribution.

The result is ever-increasing amounts of food and clothing for a growing population at decreasing costs per unit of output.

The Heart of the System

At the heart of the country's system of agricultural research and extension education is the Land-Grant College and State University. There are 68 of these institutions, with at least one in each of the 50 states as well as Puerto Rico.

In partnership with the States, and with the U. S. Department of Agriculture, the Land-Grant Colleges administer the nation's vast network of agricultural experiment stations. They work closely with the Cooperative Extension Service — Federal, State and County — to train its leaders and workers, and to put their talents and findings to work for the improvement of agriculture and family living.

The Centennial of the Land-Grant Colleges and state universities on July 2, 1962, marks the date that President Abraham Lincoln, a century earlier, signed the Morrill Act. This law, establishing the Land-Grant system of higher education, also in effect established and made secure the principle of equal educational opportunity in this country.

The Act embodies a new conception of higher education. It provided Federal assistance to institutions under state control for education of the many as well as the few well-to-do, and placed new emphasis on science and technology — at the same time continuing traditional studies in the liberal arts and humanities.

Terms of the Land-Grant law provided the public support that has permitted qualified young people of modest means to attend college. The Act specified that the states be granted Federal lands, amounting to 30,000 acres for every Representative and Senator in the U. S. Congress.

Proceeds from the lands were to be invested, and the income used to establish and endow — in the words of the Act — "at least one college where the leading object shall be, without excluding other scientific and classical studies, and including military tactics, to teach such branches of learning as are related to agriculture and mechanic arts, in order to promote the liberal and practical education of the industrial classes in the several pursuits and professions of life."

Better Prices in 1962

(*Continued from page* 21)

Feeders find that the price of feed grains is largely determined by the demand for hog producers, dairymen and poultrymen. With supplies of all meat animals, poultry and dairy products held in check by a continuing feed grain program, beef cattle prices would be higher than they would in the absence of such a feed grain program. Cattle feeders soon would bid up the price of feeder animals as a result in the increased price for finished cattle.

Longer time benefits of a feed grain restriction program thus would be shared by all producers of livestock feeds and by all producers of livestock except by livestock feeders such as cattle feeders or commercial egg producers who buy all their animals and all their feeds. However, these latter groups would not be affected adversely by feed grain restriction programs once the initial period of adjustment to the higher prices has been made. End.

COMING EVENTS

September 10-13 — 68th Annual Farm Equipment Institute Convention, Palmer House, Chicago, Illinois. Contact Douglas Hewitt, Executive Secretary, Farm Equipment Institute, 608 South Dearborn Street, Chicago 5, Illinois.

September 10-14 — National Association of County Agricultural Agents Annual Meeting, Waldorf Astoria Hotel, New York City. Contact Vic Carothers, NACAA Publicity Chairman, 328 P. O. Building, St. Joseph, Missouri.

October 29-November 1 — 28th Annual Meeting of the National Agricultural Chemicals Association, The Homestead, Hot Springs, Virginia. Contact L. S. Hitchner, Executive Secretary, National Agricultural Chemicals Association, Associations Building, Suite 603-604, 1145 Nineteenth Street, N. W., Washington 6, D. C.

November 5-9 — National Association of County 4-H Club Agents Annual Meeting, National 4-H Center, Washington, D. C. Contact A. George Allen, Chairman, Publicity Committee, National Association of County 4-H Club Agents, 1 Oxford Road, New Hartford, New York.

November 12-16 — Annual Convention of the American Association of Land-Grant Colleges and State Universities, Muehlebach Hotel, Kansas City, Missouri. Contact Russell I. Thackery, Executive Secretary, American Association of Land-Grant Colleges and State Universities, 1785 Massachusetts Avenue, N. W., Washington 6, D. C.

November 13-14 — Agricultural Credit Conference, American Bankers Association, Statler-Hilton Hotel, Dallas, Texas.

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1. Other milkers use wide-bore liners that cause cows' teats to "balloon" to fill extra space. De Laval uses narrow-bores that fit snug, reduce impact when liners collapse, minimizing danger of udder injury.

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3. De Laval cuts vacuum drop-offs that cause slow, erratic milking. Our *rotary* vacuum pump assures almost-immediate vacuum recovery for faster, more uniform milking.

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DE LAVAL

By Dr. N. G. P. Krausz
University of Illinois

● IN BIBLICAL DAYS, people had a simple formula to compensate for injuries — "an eye for an eye." Today, through a more complicated but less painful process, juries arrive at money judgments to compensate for injuries to others.

To avoid having to pay possible judgments, many people shift this risk to an insurance company. There is almost no limit to the hazards for which a liability policy may be obtained.

Each policy has a provision that the company will defend and pay all sums the insured becomes legally obligated to pay if the injury or damage is covered by the policy. The policy refers to a legal obligation, not a moral obligation. A legal obligation is one resulting from a court judgment, or one which the company believes the insured would be liable. A moral obligation is one for which an individual is not legally responsible but that he feels he should pay.

Policy coverage may be obtained for personal-injury claims, property-damage claims, and medical payments. Many policies exclude employees of the insured unless an endorsement is added to include them. If suit is commenced against the insured, the company will pay the court costs of defending the suit, all costs arising out of investigation, and all legal fees, in addition to a judgment up to the limit of the policy.

If the insured has other liability insurance, the company will be liable for amounts up to its *pro rata* share of the loss. Thus, if the insured has two $5,000 policies and a $1,000 loss occurs, each company will pay one-half of the loss, or $500. If, for some reason, the policy of one company is not valid or collectable, the other company will pay the full $1,000 loss.

Most Popular Policy

The most popular liability policy is called "farmers' comprehensive liability policy." It provides payment for personal injuries and property damage to third persons to whom the farmer is legally liable. It also provides for medical payments to injured persons regardless of legal liability.

This policy has extremely broad coverage. The farmer is protected from legal liability resulting from occurrences involving his farm machinery on and off the premises, for all injuries caused by his employees, and for any damage or injury caused by his livestock. The policy protects against claims made by guests, salesmen, deliverymen, and trespassers who are injured on the premises. The farmer and his family are covered if they injure someone while hunting, fishing, camping, or engaging in any other sport, recreation, or vacation activity. The farmer is protected against suit for injuries to independent contractors or their employees while they are working on the farm premises; however, medical coverage does not apply in some policies.

Because of the extensive coverage provided by the comprehensive liability policy, it seems desirable for farmers to have this protection.

To show cost, a hypothetical Illinois farm is used. The farm has 240 acres, with 160 acres of grain, 40 acres of hay, and 40 acres of pasture. There are 20 head of dairy cattle, 30 beef cattle, 10 sheep, and 20 hogs on the farm. The farmer, his wife, their three minor children, and two employees conduct the farming operation. Each employee earns a salary of $3,600 per year, including the value

Comprehensive Personal Liability Versus Workman's Compensation: How much does each cost? What are disadvantages and advantages of the two plans? Here is an excellent comparison of two very important lines of insurance.

of rent and of farm products used for personal consumption.

Table 1 indicates the cost of coverage offered by several companies. Companies A, B, C, D and E have a flat $100,000 coverage for personal injuries and property damage. Company F also has a limit of $100,000 per accident, but has additional limitations of $50,000 per person for personal injuries and $10,000 for property damage. All companies limited medical payment to $1,000 per person, and Company E has a maximum accident limit of $5,000. These rates were in effect in 1960. The reader should remember that rates, as well as the coverage offered, are subject to change.

Every state has enacted workman's compensation laws for the benefit and protection of employees. In Illinois, farmers and farm employees are excluded from the coverage of the act, although the farmer may elect to bring himself within the law.

Workman's compensation relieves the employer of the danger of large judgments resulting from injuries to his employees.

Under workman's compensation, the employee does not have to prove negligence on the part of the employer or lack of contributory negligence on his part. He is paid for injuries arising out of and in the course of his employment that are the result of an accident. Only employees are eligible to recover for injuries.

If the farmer elects to be covered by the act, he may show his election either by complying with the requirements of the Industrial Commission or by purchasing a workman's compensation insurance policy. After electing to be covered by workman's compensation, the farmer may decide it is not suitable for his needs. He may withdraw from the act by properly notifying the Commission 60 days prior to January 1 of the next succeeding year, or by allowing the policy of insurance to lapse. When the employer has elected to be covered, the employee may decline coverage by notifying the Commission of his intention within 30 days from the day he is hired. If, after the 30 days have expired, the employee decides he does not wish to be covered, he may withdraw by giving the Commission notice 10 days prior to the next January 1.

Must Post A Notice

The employer must post a notice on his premises to inform the employees of their rights under the statute. If an injury occurs, the question of compensation may be settled by agreement of the parties. If the parties cannot agree, then the issue must be determined by the Commission. When the parties agree on a lump-

(*Continued on page* 38)

Table 1 — Costs of Liability Insurance From Six Companies

	Third-party liability	Medical payments (,1000 per person)	Custom farming	Employer's liability[a]	Total
Company A	$18.00	$ 5.00	$22.00	$196.56	$242.06
Company B	18.00	5.00	25.50	211.00	259.50
Company C	18.00	5.00	27.00	193.90	243.90
Company D	18.00	5.00	23.40	196.56	242.96
Company E	18.00	5.00	17.20	41.00	80.20b
Company F	13.46c	10.89	5.00d	....	29.35

a Employer's liability rates are based on $100 of earned salary.

b Figures for Company E are estimates of cost, and do not represent the exact cost of coverage.

c This figure includes the cost of employer's liability coverage and $250 moral-obligation coverage that is automatically included.

d This company allows up to 20 days per year custom farming without extra charge for a custom-farming endorsement. The other companies base their charges on dollar receipts.

Table 2 — Cost of Workman's Compensation and Employer's Liability Insurance From Six Companies

	Workman's compensation	Employer's liability	Difference
Company A	$273.44	$196.56	$ 76.88
Company B	373.00	211.00	162.00
Company C	283.44	193.90	89.54
Company D	273.44	196.56	76.88
Company E	283.44	80.20	203.24
Company F	. . .	19.00	. . .

"CUT THE COSTS . . ."

How to trim costs that cut farm profits is the subject of a newly-revised farm management bulletin now available from the U. S. Department of Agriculture.

Almost any farmer can profit by studying his cost and income situation and making plans accordingly, but lower costs alone will not bring in a higher net income, farm management experts explained.

This bulletin helps the farmer take a look at his present management plan to see its weak spots. It includes a check sheet to help track down the cost leaks. This check list, it was pointed out, should help with decisions on whether labor, machinery, and capital are being put to the best use.

A budget form also is included to help the farmer figure whether plans he is considering would pay off in terms of his needs.

For a free copy of "Cut the Costs That Cut Your Farm Profits", write the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Ask for Farmers' Bulletin 2108.

ECHOES

LETTERS FROM READERS

"NEED MORE WHY"

I feel you are on the right track with your magazine. We need more "why" than "how." — *Charles E. Packard, vo-ag teacher, Cheney, Washington*

"HEARTY CONGRATULATIONS"

May I extend my hearty congratulations to you and your staff upon the first anniversary of the new BFM! You are, to the best of my knowledge, the first organization in the country to attempt to explain the *why* instead of the *how* of modern day agriculture. — *George O. Curme, III, R. D. 2, Cochranville, Pennsylvania*

"NEW AND BOLD APPROACH"

I completed my 40th year as a County Extension Agent on June 10 with 35 years in this county. I expect to retire September 1.

This is of no concern to you. But, before retiring, I wish to compliment Better Farming Methods for its new comprehensive, objective and stimulating approach to Agricultural Journalism. I could refer to the July 1961 issue to illustrate my point. All of the articles therein are most excellent, I think.

Your publication has made a new and bold approach. I believe the Extension Service must do likewise. To illustrate, during the past two years, Our Country Advisory Council has made an objective study of local taxation and a comprehensive water resources over a considable area. We served as resource persons. The farmer members did the leg work.

During the next few years, we will make a new and bold approach to Program Projection. I have made provision for filing certain articles from Better Farming Methods. They will be of great assistance to committees in conducting their studies and in making reports. In the July 1961 issue the articles on part-time farming, farm-city relations as they involve the press and rural development will be of great assistance I am sure. — *J. J. Inskeep, County Extension Agent, Oregon City, Oregon*

"VERY VALUABLE INFORMATION"

I have been reading BFM for quite some time now and I wish to say it is the finest of all magazines for the agricultural leaders in pointing out the "how and why" of the agricultural change.

I think it is the best of all publications designed to keep me up-to-date and to furnish very valuable information that otherwise I would not have access to or know it was ever available. It is comforting to know that we have at least a partial answer to some of the many agriculture problems and that we have a publication which is not afraid to deal with them. — *Lewis H. Vaughn, vo-ag instructor, Paris High School, Paris, Missouri*

Ohio Industry Can't Absorb Farm Labor

● As the farming population of southeastern Ohio continues to decline, the area is fast becoming a great source of industrial manpower.

A research study recently completed by the department of agricultural economics at the Ohio Agricultural Experiment Station compiled information from interviews of 469 rural families of seven southeastern Ohio counties — Belmont, Guernsey, Monroe, Morgan, Muskingum, Noble and Washington.

Agricultural Economist Donald D. Steward, staff member of the U. S. Department of Agriculture and project leader, reports underemployment of labor was most pronounced among the farm families. About 27 percent had 100 to 199 days of surplus labor in 1956 while 12 percent had 200 or more days of surplus labor the same year. Based on the sample of 469 rural families, total surplus labor of all rural families in the seven-county area amounted to nearly 12,000 man-years of idle labor.

Movement of people out of agriculture is leaving the rural areas with large numbers of people under 20 and over 60 years of age but relatively few between 25 and 35. "The extent of the movement of the farm youth from the area indicates a need to train youth for non-farm jobs," he says.

Nearly 32 percent of the families surveyed said they were primarily dependent upon agriculture as a source of income in 1956. Yet, two-thirds of the families indicated some type of off-farm employment. Three-fourths of the net family income of all families interviewed was derived from off-farm employment, one-tenth from farming and one-seventh from non-labor sources.

Should They Be Separated?

(*Continued from page 14D*)

plied agricultural fields," explained Dr. Franklin E. Eldridge, Director of Resident Instruction.

In their sophomore year, the honors students will take a library research course consisting of library usage instruction, philosophy of science, scientific methods and reports. The next year they will separate into smaller groups based on special interests, and as seniors will participate in their own departmental and graduate seminars.

Production Not Big Problem

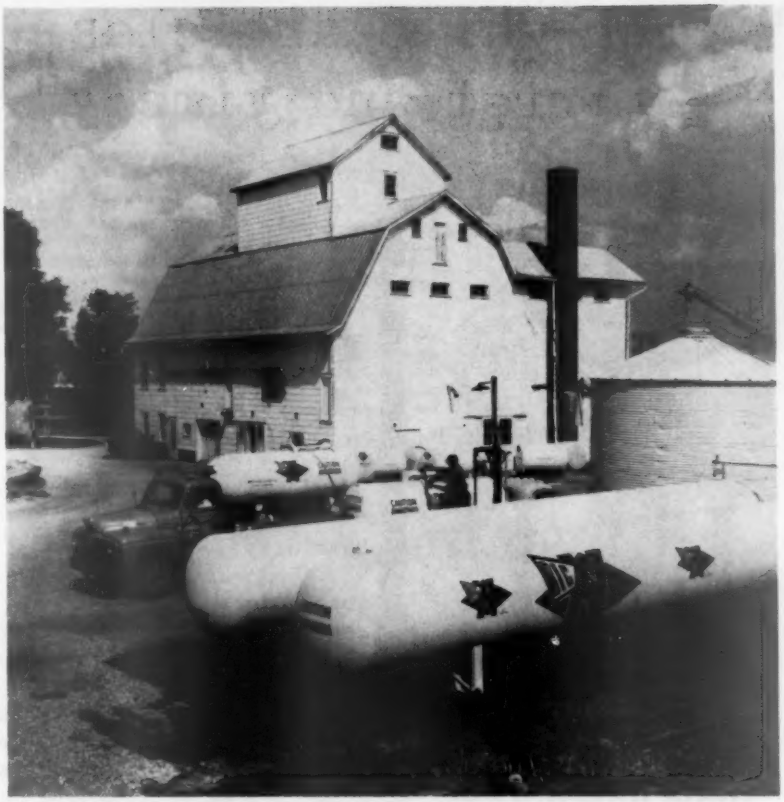
Emphasis was discussed by Dr. Eldridge. "Our greatest problems in agriculture seem to be in the economic, sociological, educational and political aspects," he said. "For this reason we will be as interested in promoting the social sciences in the honors program as we will the natural sciences." Also, "pure science" and "applied agriculture" will be tied together.

Flexibility is an important part of most honors plans. Iowa State University last fall introduced an honors program aimed at giving greater flexibility to curriculums for the students with averages better than 3.5. "We will provide more opportunity for special problems and other independent study programs," advises Louis M. Thompson, Associate Dean. Independent study normally means fewer classes, with the student digging out his own facts. He may be after information, or solutions to a problem.

In a broad sense, independent study is both a method and an objective. "A student working under his own steam is the optimum outcome of any of the advanced programs, whether they be called independent study, honors programs, higher level programs . . . or by any other name," Brunner has stated.

Independent study is one of the two methods being utilized in the honors program being established at Penn State University's College of Agriculture (the other is advanced courses). Goals of the program are "to accelerate and/or enrich the superior student's program," Associate Dean Russell B. Dickerson reports.

Agricultural Colleges have occa-



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Mr. John W. Hough
Editor
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Marshall H Clark

Farm Representative

Like Mr. Clark, BETTER FARMING METHODS and its thousands of other readers are concerned with the business of farming. It's a gigantic business . . . one that directly affects every man, woman and child in the U.S. BFM is a business magazine, edited for and read by the key people who are leading the way in meeting the problems of a changing agriculture.

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sionally participated in university-wide honors programs, "usually by permitting their students to take the special honors sections of courses offered within Arts and Sciences Colleges," according to Dean Eldridge. An example is the University of Kentucky. Major characteristics of the newly-formed university-wide honors program are special sections — in English and Chemistry — and honors discussion groups. Independent research, writing and other creative work are encouraged.

Option Programs

Some of the special programs are vocation-oriented. Beginning with last fall's freshman class, the Pennsylvania State College of Agriculture introduced a two-way curricular choice. Program A is designed for students who expect to enter one of the several fields of agricultural and biological sciences as technologists or research workers, as college teachers, or in other capacities requiring thorough preparation in science. Chemistry and math for these students is basic and allows them to follow a sequence in these subjects.

Program B is designed for students in agricultural production, vocational agriculture teaching, county extension work, processing and distribution of farm commodities and allied fields. Courses in chemistry and math are limited, general and terminal.

A similar approach was taken several years ago by Iowa State University. Most curriculums were split into three options — science, business and production. "The science options generally include a year of statistics or physics, at least two years of mathematics and other more advanced and fundamental science courses," Dean Thompson reported.

Separate Curriculum

Iowa State also offers an entirely separate, advanced curriculum. Called the Advanced Curriculum Program, it starts in the sophomore year and was inaugurated to help students meet graduate school requirements for more mathematics, advanced courses in statistics, physics and chemistry. Students have a special incentive to achieve the required "B" average as freshmen — scholarships are awarded to those accepted.

What are the advantages of special programs for the brighter students?

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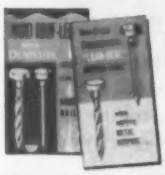

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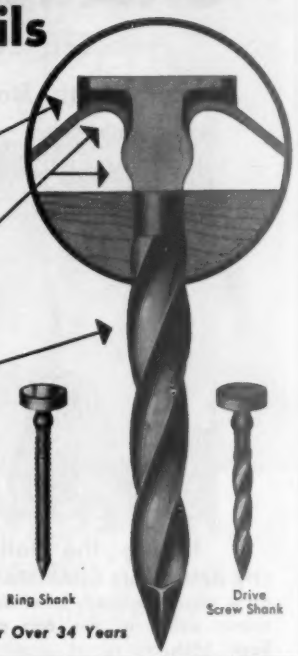

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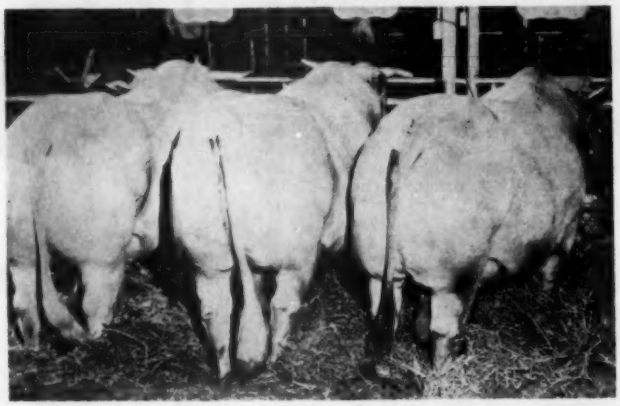

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An honors program is an antidote to anti-intellectualism and the attention of "more activities."

The "academic lockstep" can be broken by new conceptions of teaching, by controlled curricular innovation and experimentation, by disciplined conference and discussion methods.

A vital by-product of superior-student programs is the higher standards they establish for non-honors students. New teaching methods proved in honors programs can be extended to other students. Furthermore, the search for the superior students and the superior scholar-teacher means the benefits can reach down to secondary schools and up to graduate schools.

What Are the Disadvantages?

Disadvantages? Honors programs cost money — extra money for better teachers, more teaching time, more counseling time. How much additional cost depends, of course, on the scope of the program. There are special costs — for example, University of Nebraska has designed an evaluation program, under the direction of a psychologist, as part of its honors program.

But most administrators and faculty connected with the programs believe that the extra costs are justified. "The real question is whether we can afford not to have an honors program," Professor Cohen says. "Established habits of budgeting for quantity should undergo reappraisal and modification in light of the demand for quality."

Some declare that there are no weaknesses other than additional costs. "The disadvantages lie primarily in programs that are ill-conceived and only precariously institutionalized," Professor Cohen maintains.

This question arises: How much separation should there be? Research work has been done, "showing separation to have some undesirable side effects upon certain students," Dr. Eldridge reported. "We have specifically avoided this to some extent by separating students in only one class per semester. As Dean Kottman warned, "The advanced students may become marked people, causing other students to be less friendly toward them."

Swine Industry's Biggest Problem

● THE DECLINING DEMAND FOR PORK AND LARD is a major problem facing the swine industry in North Central states, according to a report issued by livestock market economists at colleges and universities in this area.

The economists point out that the percent of the consumer's dollar spent for pork has declined from 2.6 percent in 1949 to 1.8 percent in 1959. Per capita consumption of pork has declined since 1940.

As incomes have increased, consumers have shifted toward beef. The 1950's are the first time beef consumption exceeded pork. Also, vegetable oils have to a large extent replaced lard.

The economists conclude that declining demand for pork, especially the fatter cuts, has had its impact on the swine industry in terms of lowered prices and reduced production.

Consumer choices tend toward meatier pork. But signals calling for the production of meat-type hogs have not reached farmers in the form of an effective price differential between hogs with a high proportion of lean cuts and hogs producing a higher proportion of lard.

Hog production continues to fall into cycles of production. Generally, prices drop as production increases. Production and prices also vary seasonally, with prices generally highest in mid-summer and dropping in fall. Production and processing costs are high because of this fluctuating production.

The economists pose five questions they say should be answered by the industry:

1. How can the swine industry differentiate and thereby more effectively merchandise lean pork to the housewife?
2. How can consumer demands and preferences be communicated to hog producers?
3. How can production and marketing of hogs and pork be changed to supply consumer demands and preferences more effectively?
4. Would the establishment of standardized buying systems aid producers in determining pork value?
5. What can or should be done to increase the demand for pork and lard?

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What do you think?

How do you like the articles in this issue of Better Farming Methods? You hate them? Like them? Let us know. Each month your ideas can become a part of this magazine. Send us your comments and we'll share them with the others through our "letters from readers" section. We're anxious to hear from you.—Editors.

* * *

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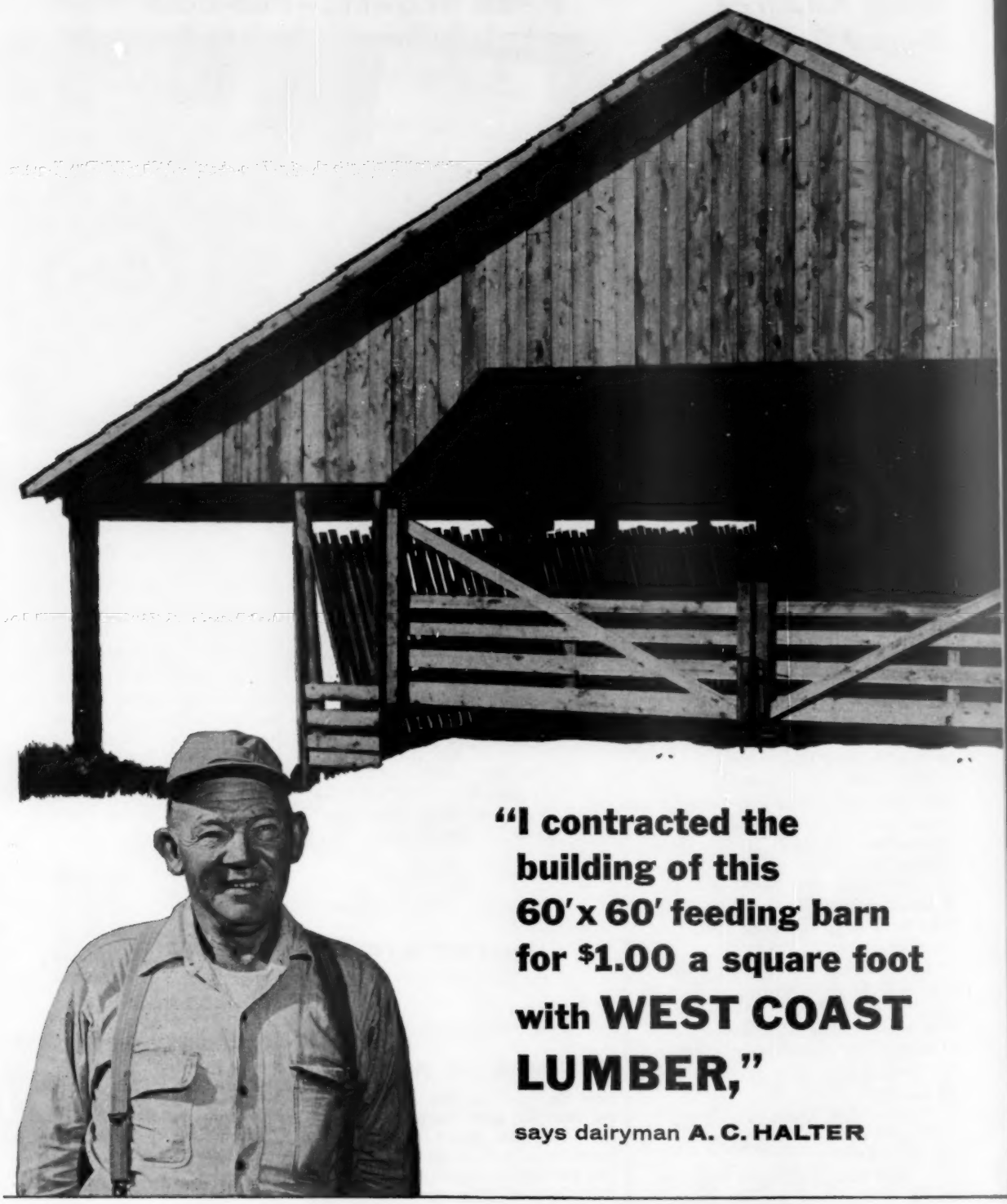

"I contracted the building of this 60′ x 60′ feeding barn for $1.00 a square foot with WEST COAST LUMBER,"

says dairyman **A. C. HALTER**

WEST COAST LUMBER

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WESTERN RED CEDAR • SITKA SPRUCE • WHITE FIR

"I got the most for my money by using WEST COAST LUMBER in building my new pole type feeding barn. All of my farm buildings are built with lumber and have proved the best dollar for dollar investment," Halter points out.

This 60′ x 60′ feeding barn has a 30′ x 60′ storage for 5,000 bales of hay and has two 15′ x 60′ covered feeding racks for 75 head. The poles are spaced 15′ on centers to permit cleaning the feeding area with a tractor.

Plans for the feeding barn resulted in the taking of features from other barn plans and adapting to dairyman Halter's specific needs – easily accomplished with West Coast Lumber.

Dairyman Halter describes his new feeding barn as "simple construction." The truss rafters are 2″ x 6″ nail laminated with 8″ x 16″ West Coast Douglas Fir timbers used for beams placed on top of the poles. Western Red Cedar 1″ x 6″ boards were used for nailing strips to fasten cedar shake roof in place. Siding is 1″ x 12″ cedar. Feeding racks have been built with 2″ x 4″ West Coast Douglas Fir.

Here is another example of West Coast Lumber adapting to meet a Farm Building requirement – economically. Consult with your local retail lumber dealer about using West Coast Lumber to meet specific farm building needs.

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Insurance . . .

(*Continued from page* 33)

sum payment, the Commission must approve the agreement.

Notice of the injury must be given to the employer within 45 days of the injury (15 days for hernia) or the employer is relieved of liability.

The act has extensive provisions providing for payment to certain designated beneficiaries in the case of fatal accidents. In case of a nonfatal accident, the provisions are equally detailed. Unless the employee selects his own doctor and hospital, the employer must pay for all surgical, medical, and hospital costs necessary to cure the effects of the accidental injury. The employer must also pay for any artificial body members the employee may need. The act further provides for weekly minimum and maximum benefits that must be paid the injured employee in case of temporary total disability. The act covers every conceivable type of injury, with a maximum number of weeks for which disability payments may be made.

The following example shows how workman's compensation applies. A works on the farm of B and receives $3,600 per year. He has a wife and three minor children. A injures his arm in a corn picker and amputation is necessary. Medical, drug, and hospital bills total $1,600. The artificial limb costs an additional $275. The workman's compensation law requires that the full amount of this expense be paid for A, plus payments to A of $50 per week for 235 to 290 weeks, depending on the length of total disability.

The amount of the payment per week is computed on the basis of salary and number of dependents. The period over which payments are made depends on the seriousness of the injury and length of time when the employee is totally unable to work. If A had no dependents, the amount of payment per week would be $45. If he had lost only a thumb, he would, with three dependents, be paid $50 per week for 70 to 134 weeks.

It is the employer's duty to pay for the insurance premiums, and it is illegal to make the employee pay any part of these premiums.

Workman's compensation applies automatically to hazardous occupations such as sawing logs and warehousing. When a farmer engages in a separate business of this kind, he comes under the compensation law whether he wants to or not.

Companies writing workman's compensation policies agree to pay, when due, all compensation and other benefits required of an employer under the workman's compensation law. In other words, payments are made according to the schedules and rules set out in the state law.

Cost of Workman's Compensation

To illustrate the cost of workman's compensation coverage, the same hypothetical farm used in the liability-insurance section will be used here: A 240-acre farm with 160 acres of grain, 40 acres of hay, and 40 acres of pasture; two employees and a farm family of five; 20 head of dairy cattle, 30 beef cattle, 10 sheep, and 20 hogs.

Liability coverage under the workman's compensation policy will be a $100,000 maximum, so that the cost of workman's compensation may be accurately compared with the cost of employer's liability coverage. Companies A, B, C, D, E, and F are the same in Table 2 as in Table 1, the cost table for liability insurance.

Compensation Versus Liability

An employee's chances of recovery from his employer in a common law action for negligence are greatly decreased by the numerous defenses the employer may set up against him. Workman's compensation guarantees compensation to an employee for injuries arising out of his employment.

Workman's compensation also has an advantage for the employer. He is assured of complete protection by the policy. With employer's liability insurance, there is always the danger that the judgment might exceed the limits of the policy.

Workman's compensation has some drawbacks as well. Because of the greater frequency of recovery under workman's compensation, it is more expensive than employer's liability coverage. The farmer must submit reports, and operational changes may require amendments to the policy. For these reasons, farmers frequently "shy away from" workman's compensation.

This feature is adapted from University of Illinois Circular 832, *entitled "Insurance for Farmers."*

Income Versus Land

● NET FARM INCOME PER PERSON remained almost constant during the 1950's, but farm land values rose substantially, reports Geoffrey Shepherd, farm economist at Iowa State University.

Why didn't net farm incomes rise as did land values? Many factors played a part. Among others, Shepherd says, the factors include the effects of new technology, mechanization, rising costs, overproduction and — under the circumstances in the 1950's — an excess supply of farm labor and management, or farm operators.

The Price Squeeze

Continued overproduction of farm products in relation to the demand for them is one major reason that per-capita net farm incomes didn't rise in the 1950's. This kept farm product prices and total national farm income low, Shepherd says, while production and family living expenses continued to rise.

Along with the excess supply of farm products, another factor acted to keep incomes per farmer low. Considering the circumstances that existed in terms of the number of farmers who could earn incomes comparable to those for similar ability in other occupations, this amounted to an oversupply or excess of labor and management in agriculture.

This relative oversupply of farmers meant dividing the total farm income "pie" into relatively small pieces and bidding up the rent and price for land. Considering the total amount of farm income to be shared, Shepherd explains, an oversupply of farmers depresses farm income per farmer just as surplus farm products depress farm product prices per bushel, bale or hundredweight.

Shepherd indicates that the large supply of farm operators in relation to the demand for them resulted from two things: (1) The high farm birth rate and difficulties that impeded movement off farms. This kept the supply of farm operators high; (2) the decline in the demand for farm labor, largely as a result of rapid technological advance and mechanization. This reduced the demand for farm operators and farm labor. Increased mechanization and machinery size have increased the size of the farm that a family can handle. Thus, the demand for numbers of farmers was declining in the 1950s, while the demand for land for farm enlargement increased.

Loan and storage programs temporarily bolstered farm income and provided a place to put some of the surplus, but the programs also acted to encourage further overproduction, Shepherd reports. To the extent that excess stocks are eventually returned to the market, he points out, the stocks will depress prices about as much as withholding the stocks raised prices in the first place.

Programs to reduce farm production more nearly into line with current demand come closer to grips with the real problem, Shepherd believes. These are receiving increasing interest and attention, particularly those of the land-retirement type. He warns, however, that production control alone can solve only part of the problem. It can raise total national farm income, but it can't deal effectively with the part of the problem resulting from the excess supply of farm labor and management that keeps income per farmer low. This problem, he says, calls for a reduction in the number of farmers. It is much harder to handle.

Not Easy to Break Away

Established farm families find it most difficult to wrench away from farming. An established farm operator can't expect to get one of the higher-paying nonfarm jobs if he hasn't had the training for it. Thus, it may become increasingly important to work more intensively with farm boys and girls while they're still in high school, to let them get the necessary training. Agricultural training then could be concentrated on the fewer number of farm boys who actually will be tomorrows farm operators. But, given the trends, Shepherd concludes, a greater number will need training and help to get nonfarm jobs.

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grain-O-vator

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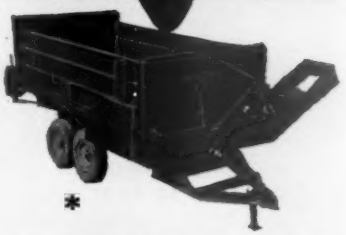

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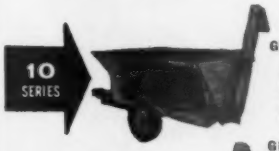

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60, 85, or 125 bushel capacity with 7', 8' or 9' discharge elevators.

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GRAIN-O-VATOR "20"
85 and 125 bushel capacity. 11" diameter and 7', 8' or 9' auger elevators or 12' double swivel 8" elevating auger that unloads to a height of 17'. (higher if desired)

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85, 125, and 155 bushel capacity with big 11" diameter 7', 8' and 9' discharge elevator. Handles corn & cane silage as well as small grain.

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FARM TRENDS

A quick summary of developments in agriculture

SPECIAL LIVESTOCK PROGRAM EXTENDED as President Kennedy recently signed a bill (P.L. 87-106) which enables the Farmers Home Administration to make special livestock loans available through December 31. Farmers and ranchers who are established producers and feeders of cattle, sheep, or goats but are temporarily unable to obtain the credit needed to continue their operations are eligible.

SECRETARY OF AGRICULTURE FREEMAN said that USDA is launching "full-scale" campaign to end rural poverty by stimulating economic expansion in rural counties. He said Rural Areas Development program, designed to operate nationwide in all rural counties, has reached operational stage. Program seeks to eliminate low-income and underemployment in agriculture by bringing to bear all resources of USDA plus ingenuity and drive of economic leaders in States.

TOTAL U. S. FARM IMPORTS for 1960 were the lowest in 11 years. The agricultural percentage of total U. S. imports has been steadily dropping, from 44 percent for 1945-49 to only 26 percent in 1960, the Foreign Agricultural Service reports. However, the pattern of buying remains the same, with coffee, sugar, rubber, and wool still the top four agricultural imports, accounting for more than half of the $3,825 million import total.

FARM FAMILY WORKERS in June totaled only 5.6 million, 1 percent lower than last year and a new record low for the period, according to Statistical Reporting Service estimates. At the same time, hired workers numbered 2.7 million, 4 percent above last year and the greatest number since 1955. This is a 40 percent increase over May, and much greater than the usual seasonal jump. The total of 8.3 million workers is 1 percent more than last year.

FARM BUSINESS CONDITIONS

Employment up

Parity ratio same

Marketings up

Farm deposits up

ITEMS	June 1961	May 1961	June 1960
PRICES:			
Received by farmers (1947-49 = 100)	96	97	97
Paid by farmers (1947-49 = 100)	120	121	120
Parity price ratio (1910-14 = 100)	78	78	79
Wholesale, all commodities (1947-49 = 100)	116	119	120
Paid by consumers (1947-49 = 100)	128	127	127
LABOR:			
Farm labor, U. S. (dol. per week without board)	—	48.25e	45.75e
Factory labor, U. S. (dol. earned per week)	94.24	92.90	91.40
PRODUCTION:			
Industrial, physical volume (1947-49 = 100)	167	166	166
Farm marketings, physical volume (1947-49 = 100)	110	108	108
INCOME PAYMENTS:			
Total personal income, U.S. (annual rate, bil. of dol.)	417	413	404
Cash farm income, U.S. [1](annual rate, bil. of dol.)	—	37	36
EMPLOYMENT:			
Farm (millions)	6.7	8.6	6.9
Nonagricultural (millions)	62.0	61.2	61.7
FINANCIAL (District member banks):			
Demand deposits:			
Agricultural banks (1955 monthly avg. = 100)	99.5	98.6	98.0
Nonagricultural banks (1955 monthly avg. = 100)	102.2	102.7	103.3
Time deposits:			
Agricultural banks (1955 monthly avg. = 100)	142.8	141.9	133.1
Nonagricultural banks (1955 monthly avg. = 100)	146.1	145.3	129.4

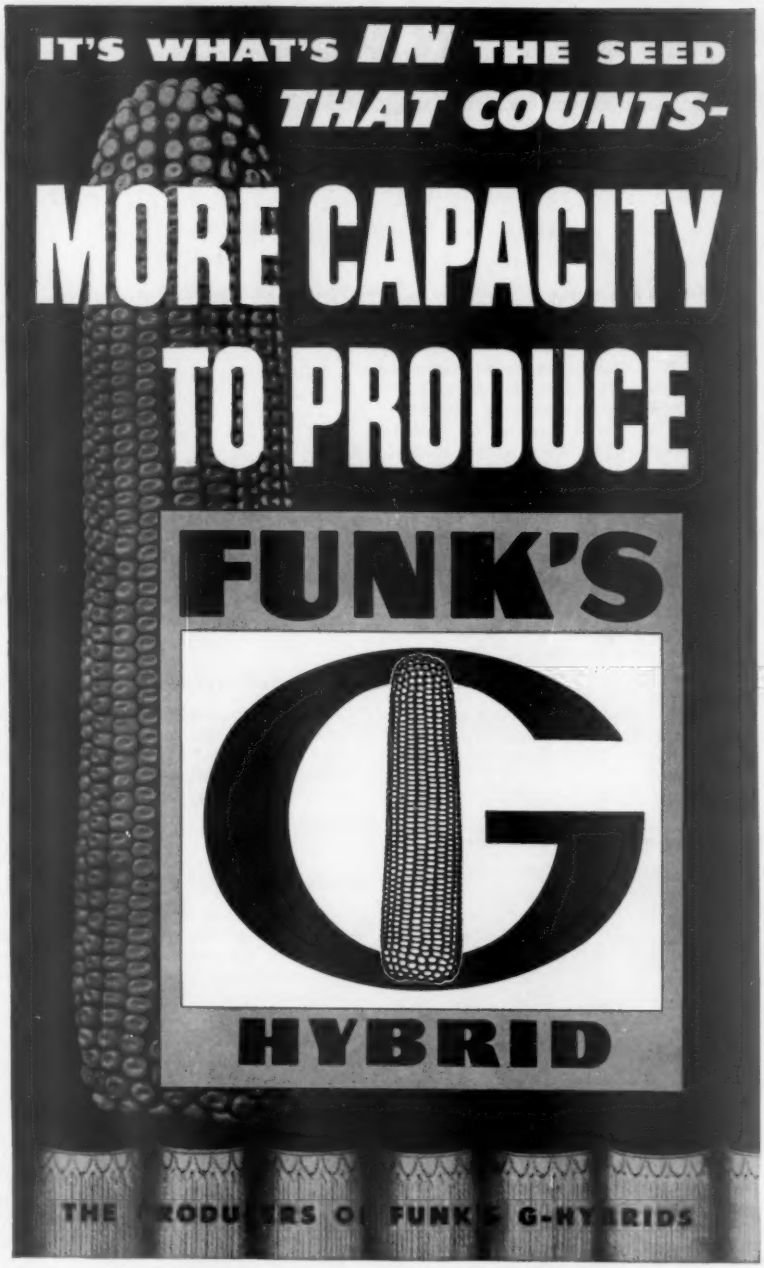
[1]Based on estimated monthly income
(e)April

Compiled by the Research Department, Federal Reserve Bank of Chicago

THE 1961 CALF CROP will total 39,658,000 head, according to Crop Reporting Board estimates. This is 1 percent more than both the 1960 crop and the 1950-59 average, and the largest since 1957. The Board says the number of calves born and expected to be born this year expressed as a percentage of cows and heifers two years old and older January 1 is the same as last year and the 10-year average, 86 percent.

THE NATIONAL ANIMAL DISEASE LABORATORY, the world's most modern veterinary research facility, has been opened by USDA at Ames, Ia. The new 16.5 million dollar center is operated by Agricultural Research Service for study of livestock and poultry diseases that now cost consumers and livestock producers more than 1.4 billion dollars each year.

FARMERS' CASH RECEIPTS from marketings for first six months of 1961 totaled almost 3½ percent more than a year ago. Receipts from marketings of livestock and products were up about 3 percent from same period year earlier and crop receipts were about 5 percent more than year ago. As result of rise in cash receipts in first half of this year, increased Government payments, and little change in production expenses, farmers' realized net income through June was at annual rate of 12.6 billion dollars. This was 12 percent more than in first half of 1960 and about 7 percent above revised estimate for full year 1960.



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The booklets featured on this page present many new ideas. To obtain them, send a post card to the listed address, and be sure to include your return address. Say you saw it in Better Farming Methods.

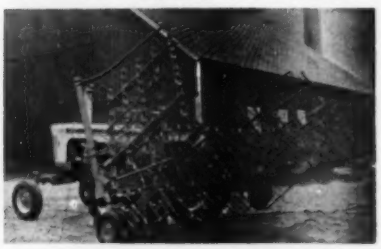
Farm Fence Planning

"How to Plan Good Farm Fences" is the title for a new United States Steel folder. It contains complete directions for field measuring and figuring costs of materials. Write for your copy to American Steel and Wire Division of United States Steel, BFM Department, Rockefeller Building, Cleveland 13, Ohio.

Practical Hog House Automation

A new brochure entitled "Practical Hog House Automation" has just been released. The new booklet, designed to show hog producers the revolutionary equipment now available for the hog industry, features Big Dutchman equipment along with sample floor plans for various size houses. Copies are available by writing Big Dutchman, Hog Equipment Division, BFM Department, Fairfield, Iowa.

Versatile Coil Spring Tine Harrow



Here is a new versatile, coil spring tine harrow that may be used as a rotary hoe, spike or spring tooth harrow and sugar beet thinner. Named the NS40, the tool is designed in five and one-half foot sections that may be used in widths up to twenty seven and one-half feet. The harrow is mounted for easy transportation and turning. Other sections fold toward center to reduce width while in transport. Photo courtesy of J. I. Case Company, BFM Dept., Racine, Wisconsin.

Avoid Roof Leaks

Two folders entitled "Avoid Roof Leaks" and "How to Use Deniston 'Lead-Seal' Roofing Nails" will be sent to you free on request by the Deniston Company, BFM Department, 4882 South Western Avenue, Chicago 9, Illinois.

Land Smoothing Equipment

Write for free booklets on new Eversman land smoothers and scrapers. Now is the ideal time to fill water holes, build drainage ditches, terraces, grass waterways, and provide surface drainage for good moisture management practices. Eversman Manufacturing Company, Department 81, Curtis and Fifth, Denver 4, Colorado.

Silage Distributor

The Thompson Silage Distributor distributes silage evenly and operates entirely from the ground. It is quickly installed and easily adjusted to fit any silo. Free folder may be secured from C. Hudson Thompson and Sons, Inc., Department 103, R. R. 5, Springfield, Ohio.

New Corn Picker Models

This brochure tells about the new Allis-Chalmers two-row mounted Models 170 and 150 corn pickers. Write for TL2405, Allis-Chalmers Manufacturing Company, BFM Department, Box 512, Milwaukee 1, Wisconsin.

ALANAP-3

A 20-page booklet describes ALANAP-3, a liquid pre-emergence weed killer for soybeans. Chapters discuss weed problems in soybeans, suggested rates of application, method of application, advantages and other factual information. Write to United States Rubber Company, Naugatuck Chemical Division, BFM Department, Naugatuck, Connecticut.

Trithion for Fruit

This is the title for a new brochure that outlines application rates and recommendations for Stauffer's insecticide-acaricide, Trithion. Send for your brochure by writing to Stauffer Chemical Company, BFM Department, 380 Madison Avenue, New York 17, New York.

In-Storage Grain Drying

New low-cost equipment for drying grain in storage with supplemental heat has been designed for use in storage bins with perforated drying floors. Write for information to the Campbell Dryer Company, BFM Department, Des Moines, Iowa.

Moisture Meter With Chart

Use of the Bouycous Moisture Meter has been greatly simplified through the addition of a chart affixed to the back of the instrument. Chart shows at what depth to bury the soil blocks for each type of crop. For complete details write to Industrial Instruments, Inc., BFM Department, 89 Commerce Road, Cedar Grove, New Jersey.

Continuous Grain Dryers

Booklet gives detailed description of the Mathews Company continuous grain dryers. Various models are shown along with explanation of the automatic moisture control feature. A copy of this attractive booklet can be had by writing to Mathews Company, BFM Department, Crystal Lake, Illinois.

Operating A Feedlot

A 20-page booklet containing pertinent information for cattlemen. Booklet discusses feeding, management and preventive medication. For your copy write to Merck Chemical Division, BFM Department, Merck & Company, Inc., Rahway, New Jersey.

New Three-Point Hitch Mower Announced by Minneapolis-Moline

Here is a new three-point hitch mower that can be mounted on a tractor in five minutes by one man, easily adjusted for tilt to any angle, and with hydraulic jack for raising the 7-foot cutter bar. Safety was a major consideration in design of the new J7, with a "swingback" device automatically and instantly releasing the cutter bar to swing back and away from any solid obstruction encountered in the field. At the same moment, the sickle stops cutting. Simply backing up the tractor engages the mower again. Photo courtesy of Minneapolis-Moline Farm Equipment Division, BFM Dept., Motec Industries, Inc., Hopkins, Minnesota.

New 225-Amp Welder for Difficult Farm Welding

This welder has been developed as a result of a comprehensive survey of farmers who expressed the need for a heavier and stronger farm welder. It enables the farmer to use a greater variety of electrodes and stay abreast of the growing maintenance requirements of today's heavily mechanized farm. This welder can also double as a battery charger for 6 and 12 volt batteries. It has a record 200 amps of welding current, from a minimum of 25 to a new high of 225 amps. More information can be secured from A. O. Smith Corporation, Welding Products Division, BFM Dept., 3533 North 27th Street, Milwaukee, Wisconsin.

John Deere 550 Grain Dryer

A new, larger grain dryer with a capacity of 550 bushels has been added to the John Deere line. The dryer is equipped with new metering rolls that minimize grain damage and speed unloading. It features a new single-fire burner for LP Gas or natural gas. A modulating control valve maintains the desired drying temperature constantly. When the dryer is being stopped, there is an instant burner shutoff. Photo courtesy of Deere & Company, BFM Dept., 330 River Drive, Moline, Illinois.

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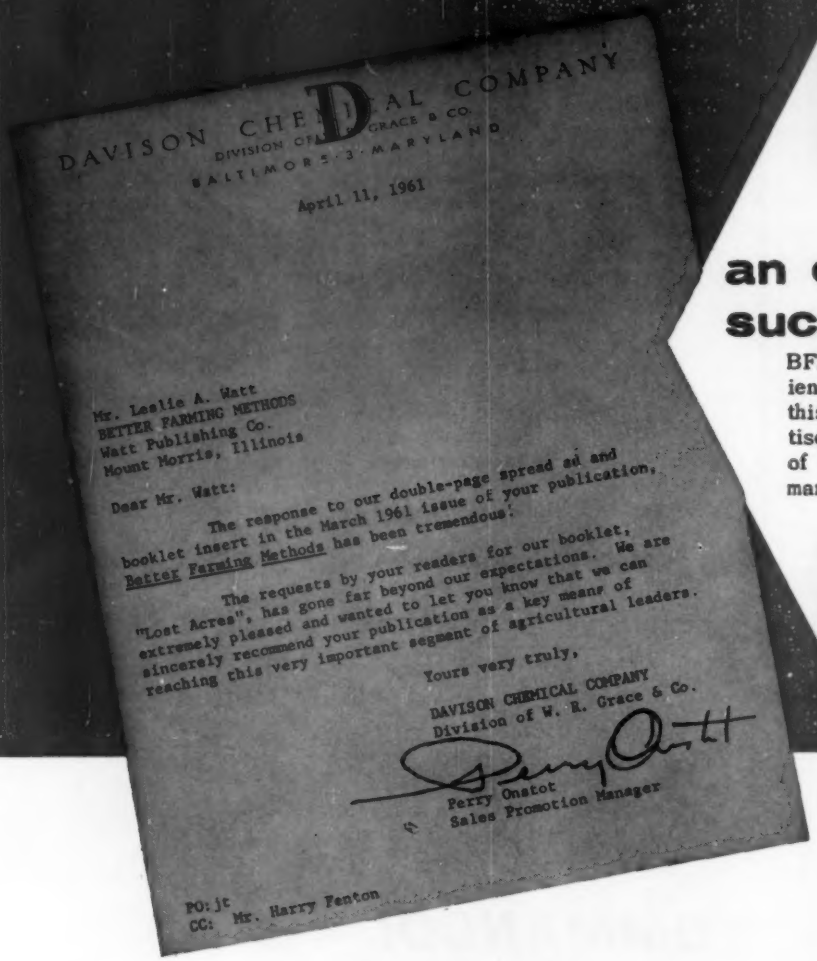

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Mount Morris, Ill.

Food is Hero, Not Villain, In Cost-of-Living Picture

● FOOD TODAY IS MORE OF A BARGAIN than ever. Americans are eating better, more nutritious, more varied meals, at a lower real cost in terms of hours worked, than they have at any previous time in their history.

Yet, as Paul S. Willis, president of the Grocery Manufacturers of America, Inc., points out, food is all too frequently accused of being a major factor in the rising cost of living.

The fact of the matter is that food prices have been remarkably stable, and have thereby helped keep the overall cost of living from rising more than it has. Based on the standard "Market Basket" which the government uses to measure price trends, prices at the grocery store in 1960 averaged about 2 percent below 1958 and about the same as in 1952.

True, if you go back even farther, food prices are higher than they were in the immediate post-war years of 1947-49. 1960 food prices were about 18 percent higher than in 1947-49. But the total Consumer Price Index — the average of prices paid by consumers for all goods and services — rose 27 percent during the same period. However, money wages are up 57 percent. Therefore, despite higher prices and increased taxes, the "real" spendable income of a worker with three dependents, for example, has increased 22 percent over the 1947-49 period. As a result, his standard of living has improved, despite higher prices.

True, But Hard to Believe

Actually, Mr. Willis reports, Americans today are spending 21 percent of their after-tax income for food prducts. Back in 1939, the figure was 23 percent. At today's prices, we could buy the same 1939-type groseries for only 15 percent of our income.

Thus, despite the relative stability of food prices, we are laying out more dollars at the grocery store. Among the reasons for this apparent contradiction, according to Mr. Willis, are the following: We are buying more food — partly because some families are larger and partly because some of us — especially growing children — are just eating more. We are upgrading our food purchases and buying different kinds of food. Also, we are buying many things at the grocery store which we used to get elsewhere — cigarettes, tooth paste, stockings, beauty aids, pots and pans, light bulbs, and many more. These, quite naturally, we tend to include in what we spend at the grocery store.

"Cost of Higher Living"

What all this boils down to, Mr. Willis feels, is that when we talk about the high cost of living, perhaps we really ought to say the "cost of higher living."

The average factory worker in this country can buy the government's standard monthly "market basket" of farm foods with the earnings from 38 hours of work compared to 51 hours in 1952 and 61 hours in 1947. We are spending more money for better living — but it takes a smaller, not a larger portion of our pay check.

It takes much less time to earn enough money to buy food in this country than it does in many other countries. Let's take Russia as an example. In August of 1959 it took seven minutes of work to buy a pound of potatoes in Moscow and only two minutes here and 31 minutes to buy a quart of milk and seven and one-half minutes here. It took nine times as much work to buy a pound of butter and 21 times as much work to buy a pound of sugar in Moscow as it did in New York City.

These comparisons give us some idea of the progress which has been made by our food industry from farm-to-table. Efficiencies all along the Life Line of America have had much to do with the fact that only one person in 12 in our labor force is engaged in agriculture while one in every three of the Soviet labor forces is so employed.

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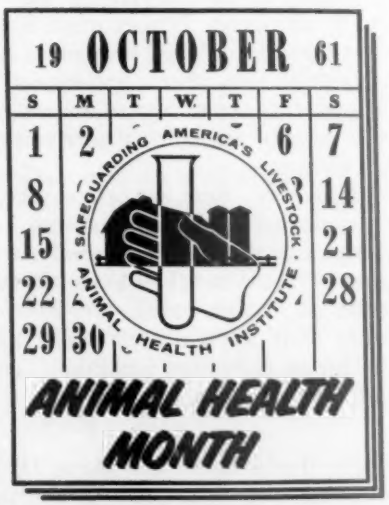

EDITORIAL

John W. Hough

Things Will Be Different

The stage may have been set for a much different agriculture than you and I have known in the past. (Many readers will say, "Thank goodness.") When President Kennedy signed the new farm bill he signed into action a most significant document.

The impact of this new legislation will be felt by everyone from the consumer to the farmer. All of agribusiness will be affected. Whether you like it or not the government is going to have and continue having a great deal to say in what you produce, sell, and the prices you receive for your commodities.

During a press conference after the signing, Secretary of Agriculture Freeman outlined next year's legislation for agriculture. He pointed out the need for a permanent Federal program for wheat, feed grains, cotton, dairy products and sugar. He said measures must be taken to assure strategic food reserves for defense and improvement was needed in the laws regulating cooperatives. Therein is a glimpse of the future plans.

This year was a critical one for agriculture in Washington. It was most important that a "do something" bill be passed with a new direction in agriculture legislation. This year was important according to many people because the voice of agriculture gets weaker and weaker in Congress.

However, there are others who point out that agriculture's voice is as strong as ever in Congress. The thousands of small towns and villages that are still rural in their thinking cannot be counted as anti-rural. We have heard predictions that agriculture's voice and backing in Congress have not weakened and will not be different for a long time.

No doubt there are many farmers throughout America who look to the new legislation for their salvation. They read the press releases and speeches that declare a future of greater prosperity for all of agriculture. However, there is no assurance here that the trends in farming are going to be reversed or changed.

Farms will continue to get larger and more specialized. Integration will continue as various organizations become involved with the actual production of livestock.

There is no guarantee that the poor manager, that the sub-marginal operator, and the low production farm is going to be suddenly put on a "make-lots-of-money" basis. Anyone who thinks otherwise is in for bitter disappointment.

A strictly controlled agriculture might slow down the rate of specialization, integration and other developments in agriculture, but it will not stop these trends.

We were in Washington during the Congressional debate over the farm bill and its passage by the Senate and House. Sitting up in the press gallery and listening to thousands of words we couldn't help but reflect on the word "control". Evidently it is not the control of agriculture that bothers so many farm people but who will do the controlling. We have travelled and visited with hundreds of farmers who accept control by industry and yet these same people are enraged when you mention government controls.

There are many farmers in this country who are completely dominated by their creditors, feed companies, etc. They are told what to produce and when to sell. They work for a wage and have little or no independence in the making of decisions. However, I wonder how many of these people feel that they are part of a strictly controlled agriculture.

It makes a difference who does the controlling but whatever you think, be prepared to accept it from Uncle Sam.

SULPHUR—a 'Must' for many Plants and Soils

PLANTS CONSUME SULPHUR!

Left—normal tobacco plant; right—plant showing the reduced growth and crimping downward at tips of leaves characteristic of sulphur shortage. Courtesy of American Society of Agronomy and U.S.D.A.

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Estimates by competent soil scientists indicate that in the United States alone the yearly balance sheet for Sulphur indicates the following deficit:

Annual sulphur take-out	**12,000,000 tons**
Annual sulphur put-back	**9,000,000 tons**
Annual sulphur deficit	**3,000,000 tons**

What is to be done about this surprisingly large and serious loss of Sulphur each year? Plants do need Sulphur. To thrive and produce vigorous crops, they must get it from some source. Otherwise there is bound to be an inferior crop.

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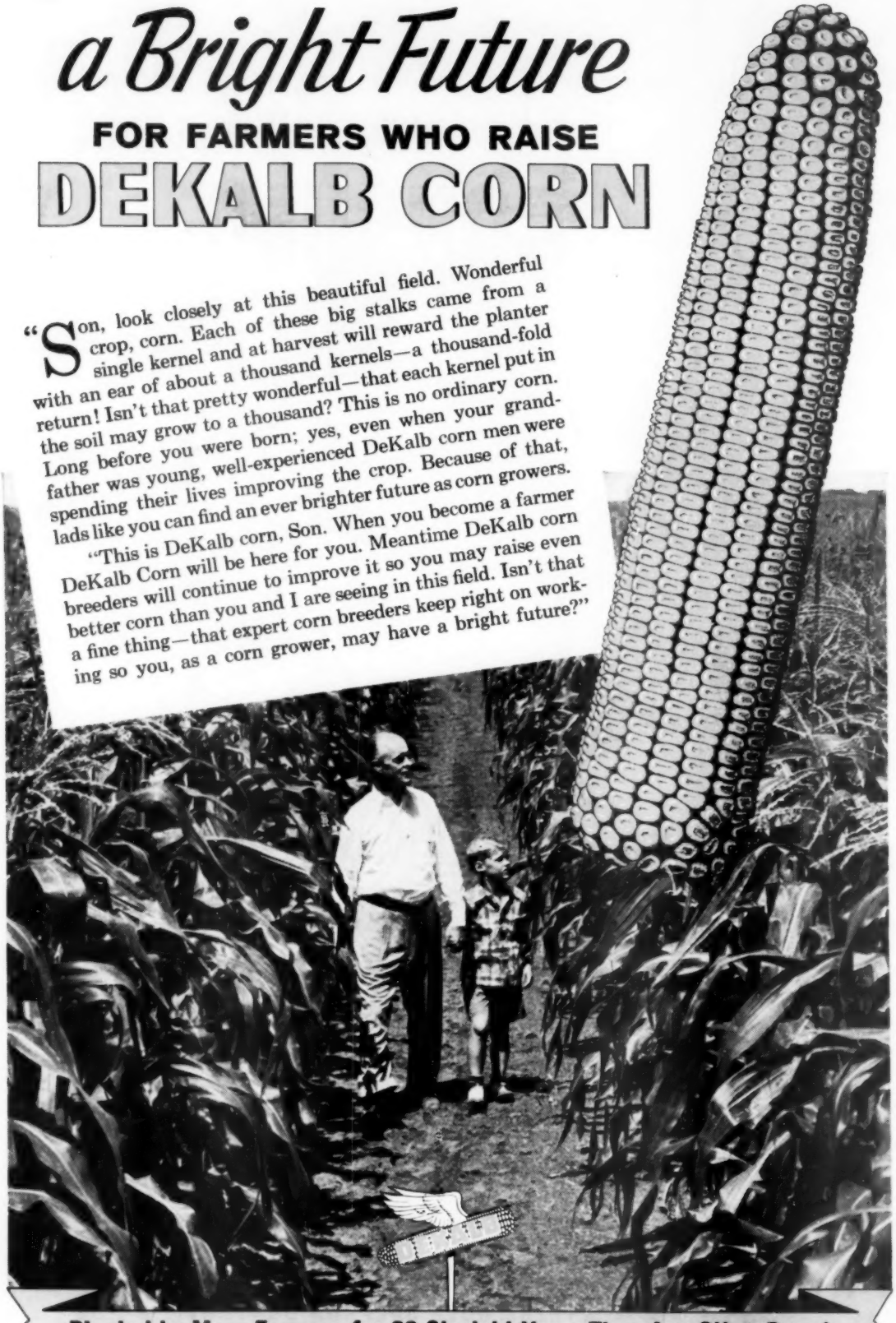

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